

INSIDE DOPE

by GEORGE F. TAUBENECK

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Stories of the Week

An air conditioning executive, who wishes to remain anonymous for obvious reasons, relays a good Washington story.

He was in the office of a minor price controller when the latter's secretary came in with a letter she had just typed. Mr. Official read it carefully and ordered it sent air mail, special delivery.

"And," he added, "don't send him that general telegram to the trade until Wednesday. He will understand it better after he reads this letter."

For the first time in five years a busy appliance manufacturer and his wife went to a night club. Mr. Manufacturer seemed bored during the first part of the floor show; but when an agile, torso-twisting dancer appeared he sat up and took notice.

His wife took notice, too—grimly.

"Disgusting . . . simply disgusting," she crabbled, "and furthermore . . ."

"Shush!" quieted Mr. Manufacturer. "She's giving me an idea for a new type of washing machine agitator."

Attention, All Subscribers

Recently it was mentioned in this column that "Zeke" Carrithers, talented and down-to-earth Toledo advertising consultant, was searching all over hellangone for a copy of "Twenty Years of Hus'ling" by J. P. Johnson (published in 1900 by Thomas and Thomas).

Within two days after this issue of the NEWS appeared, subscriber A. G. Loveland presented us with a copy of this wonderful old book. It was in good condition, too. Since then several other offers have been received.

Thank you one and all.

The response was doubly gratifying because dealers who specialize in finding rare books hadn't located a single specimen of this pioneer salesman's autobiography in six months of trying.

Thanks again!

Gags of the Week

"Did you hear about the new perfume that drives women mad? It smells like money."

—Milwaukee Journal.

"If it weren't for taxes, dependents, and unnecessary luxuries, many of us would be rich."

—Automotive Dealer News.

"There is one period when a man is undisputed master in his own house; it's from the day of his birth until about his third year."

—The Re-Saw

"A housewife's union has been proposed. This has interesting possibilities, particularly if there might be a contingent of blondes who would be willing to act as strike-breakers in case the union voted a walkout."

—Grit

Excerpt of the Week

Under the title, "Morale Builder," this alleged letter from a stateside cousin to a soldier in Korea was reproduced in *Apco Prints*. It is presented herewith minus quotations exclamation marks, moralizing or anything else.

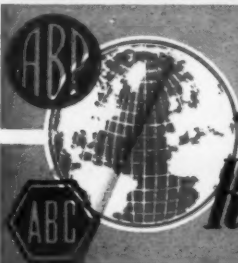
Dear Bill:

Nothing much doing around here. I sure do envy you out there in Korea in the thick of things. Bet you never have a dull moment.

I was out to see your wife last night and read a lot of your letters. They're a little mushy, but I don't blame you—Frances is such a swell girl! Wonderful figure, looks and personality, and guys still whistle at her

(Concluded on Page 12, Column 1)

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Congress Debates Natural Gas Ban For New Users

WASHINGTON, D. C.—Whether or not the Department of the Interior will be able to impose a ban on use of natural gas for heating new homes is a hotly debated proposition right now. It won't be decided until Congress finally passes a Defense Production Act for 1951.

Secretary of the Interior Oscar L. Chapman has gone ahead and drafted an order that would cut off natural gas heat for new homes and would require special permission before new large users of natural gas could get any supplies in areas faced with a gas shortage.

However, opponents to such a ban are strong in Congress, whipping up support by injecting a "states' rights" issue into the conflict. They believe that control of natural gas should be left to state public utility commissions and not taken over by the Department of the Interior.

The Gas Appliance Manufacturers Association opposes such a ban, too. H. Leigh Whitelaw, managing director of the group, sent telegrams to

(Concluded on Back Page, Column 1)

Locker Plant Rates Show Rise Since '41

WASHINGTON, D.C.—Inflation's effects have shown up in the frozen food locker plant field, as in most other segments of the food field, a government survey indicates.

Rates charged by frozen food locker operators for rentals and for processing have shown a steady rise in recent years. Increases are particularly marked when compared with 1941, the first year in which a detailed survey of this sort was conducted.

(Rising costs of locker plant rentals and processing charges to prospective users may become an important factor in boosting sales of home and farm freezers.)

The rate details are contained in a study on "Frozen Food Locker Plants" conducted by L. B. Mann and Paul C. Wilkins of the U. S. Department of Agriculture's Farm Credit Administration.

Although the survey has just been published, its data covers conditions existing in 1950, when a total of 11,600 locker plants were in operation throughout the country. The study points out that in a defense emergency, locker plants could be a vital factor to the food supply.

(Concluded on Page 10, Column 1)

Methyl Chloride Buyers Must Show End-Use

WASHINGTON, D.C.—Under the provisions of the new methyl chloride allocation order (Schedule 8 to Order M-45) purchasers of more than 90 lbs. of methyl chloride in one month must certify to their supplier the end-use of the methyl chloride purchased.

Every person who purchases methyl chloride from a supplier (greater than the small order exemption specified above) is required to enter on or attach to each purchase order a certified statement of proposed use as provided in section 7 of NPA Order M-45.

This statement should specify the products and end uses for which the methyl chloride is being purchased. Where more than one end-use is listed for a particular product, a separate quantity should be specified for each such end-use.

Congress May Relax Credit Restrictions

WASHINGTON, D. C., July 25—The chance for a relaxation of credit controls on major appliance sales looked pretty good as House-Senate conference committee meetings got under way to work out an extension of the Defense Production Act.

The House of Representatives bill, jammed through late sessions last week end, would limit the Federal Reserve Board in restricting time payment terms on household appliance sales to the following:

Down Payment—not more than 15%.

Time to Pay Balance—18 months. Household furniture and floor coverings would have a top down payment of 10% with 21 months to pay off the balance.

The House bill further provided that trade-ins on appliances could be allowed against the required cash down payment. This has been permitted under existing Regulation W rules for automobiles, but not for appliances.

If this provision on accepting trade-ins as part of the down payment remains in the final bill, there will probably be some rules formula-

(Concluded on Page 4, Column 4)

Sell Air Conditioning To TV Owners, Urges Set Manufacturer

CHICAGO—When a television manufacturer urges his dealers to get out and "push" air conditioning sales—that's news.

In a corner of a recent full-page trade advertisement for Raytheon television sets by Belmont Radio Corp., a picture of a bathing beauty decorates the lower right-hand corner and under it is the following:

"Sunny beach and warm weather combine to draw millions of people out of their hot houses. Why not take advantage of this situation and push air conditioning?"

"You have the names of all the families you've sold TV sets to . . . now sell these same families air conditioning units (makes home comfortable, cool, makes summer TV-viewing fun, etc.). Use your Raytheon 5-point Plan . . . many of the same ideas that work for TV will work for air conditioning."

Looks like the television set manufacturers are realizing what movie theater operators found out long ago—you've got to keep the public cool to keep them looking at pictures shown inside during the summer.

Husmann Reports 6 Mos. Net Sales of \$11,407,916; 24% Increase over 1950

ST. LOUIS—Husmann Refrigerator Co.'s net sales in the first six months of 1951 were 24% above those in the corresponding 1950 period, it was announced by W. B. McMillan, president.

First half sales totaled \$11,407,916, compared with \$9,208,112 a year ago. Net income was \$945,448, or \$2.28 a share, against \$921,117, or \$2.25 a share, in the like period of 1950.

McMillan said that despite very strong demand for civilian products in the early part of 1951, orders dropped off in the second quarter mainly because of government re-

(Concluded on Page 4, Column 4)

Red Tape Fools Up Copper Supplies For Industry

DETROIT—Supplies of copper products for the refrigeration and air conditioning industry are being held up because of snarls in the red tape of government orders and directives.

Even "MRO" essential repair and replacement items are failing to move to the field because of a failure to issue orders that would expedite such movement.

With the changeover from "DO" orders to CMP orders the copper products supply situation has become even more complicated, and the following is a rough interpretation of matters as they now stand:

Producers of copper refrigeration tube and copper water tube were ordered, in an amendment to order M-11, to set aside 55% of their base period production for rated orders. This would seem to leave 45% of their production for non-rated consumer goods uses, but it doesn't.

Reason it doesn't is that the base period used was one of high production and a high availability of raw materials. However, the raw materials are now being doled out to the copper tube mills, at nowhere near the quantities needed to achieve the full production of the base period schedule.

Thus, the "55%" to be set aside for rated orders is actually much closer to 100% of actual current production. At the present time some mills just have little if anything left for non-rated orders.

CMP Regulation 5 gave business

(Concluded on Back Page, Column 5)

Sanitary 6-Cu. Ft. Refrigerator Has Across-Top Freezer

FOND DU LAC, Wis.—Two small refrigerators and three home freezers now are being manufactured by Sanitary Refrigerator Co. here.

The Quickfree refrigerator line includes a 4-cu. ft. and a 6-cu. ft. model. The smaller unit measures 41 in. high, 23½ in. wide, and 21 in. deep. It has a shelf area of 9.84 sq. ft. and is equipped with two ice trays.

The larger refrigerator is claimed to be the only one of its size to have an across the top frozen food compartment. This compartment holds 32 lbs. of frozen foods and three ice cube trays. The refrigerator measures 51½ in. high, 24 in. wide, and 23½ in. deep. It has 9.3 sq. ft. of shelf area.

The freezer line includes 8.6, 13,

(Concluded on Page 17, Column 3)

May Refrigerator Sales Drop 36% Below 1950

NEW YORK CITY—May sales of household refrigerators by 16 firms reporting to the National Electrical Manufacturers Association were 36% below those of 1950, figures released by the association indicated recently.

May shipments numbered 348,423 units, off 22% from April. For the first five months of the year, these companies sold 2,297,535 refrigerators, 9% less than they were able to sell in the same period last year.

The 8-cu. ft. box continued to be by far the most popular, accounting for more than one third of the month's total. Foreign sales accounted for 38,701 units.

OPS Thaws Price Freeze For Some Mfrs.

CPR 22, 30 Ceilings Can Be Used If They Were Announced Before June 30

WASHINGTON, D. C.—Manufacturers who had announced price increases on their products as figured under Ceiling Price Regulations 22 or 30 before July 1, may now put the raises into effect, the Office of Price Stabilization ruled recently.

The ruling was issued as amendment 1 to General Overriding Regulation 13. That regulation froze all prices as of June 30.

The amendment provides that if manufacturers complied with the various requirements of CPR 22 or

The new price schedule on Kelvinator ranges and home freezers that was recently suspended pending OPS action on GOR 13 will go into effect on Monday, July 30. C. T. Lawson, vice president in charge of Kelvinator sales, has announced. The schedule, which represents an increase in seven range models and four freezer models, appeared on page 1 of the July 9 issue of the NEWS

30 and could have sold at the new ceilings on or before June 30, they may now use these ceiling prices if they made a public announcement of the price changes before July 1.

This would be true, OPS officials said, regardless of the date on which the announced prices were made effective.

Up to the issuance of this amendment, the interpretation of GOR 13 has been that if a manufacturer is-

(Concluded on Back Page, Column 1)

H. M. Haase Elected McCray President

KENDALLVILLE, Ind.—Mrs. L. O. McCray, chairman of the board of directors of McCray Refrigerator Co., announced that

Henry M. Haase has been elected president and director of the company, succeeding J.W. Hart who recently resigned.

Haase will assume his office Aug. 1.

Haase is a graduate of the University of Wisconsin with a major in mechanical engineering. For 19 years he was associated with Fairbanks-Morse Co., and at the time of his resignation from that company in

(Concluded on Back Page, Column 5)

Holland Furnace Loses License In Detroit Area On Bad Practices Charge

DETROIT—A loss of license to do business in two Michigan counties following charges of unfair business practices is expected to cost the Holland Furnace Co. of Holland, Mich. about \$200,000 in lost business during the next two months.

During what would be its peak season, the company is without a license to operate in Michigan's two most populous counties—Wayne and Oakland.

Found guilty of using unfair trade practices, it was denied a license to operate for 60 days by the Michigan Corporation and Securities Commission. The commission has jurisdiction over builders' and contractors' licenses only in those two counties under Michigan law.

Furnace company licenses expire annually on April 30 and are renewed upon application.

However, more than 200 complaints of shady dealings by Holland Furnace representatives have been reported to the commission in recent years. In 1949, when the company applied for a license, company officials signed an agreement to clean up its

(Concluded on Page 4, Column 5)

Huge Baylor Hospital Uses 11 Vimco Reach-Ins

DALLAS—Eleven reach-in refrigerators, manufactured by the Victory Metal Mfg. Corp. of Philadelphia were used recently to equip the nation's fourth largest non-government hospital—Baylor hospital here.

Blickman Co. of Weehawken, N. J. made the installation, using Servel Supermetics to power the Vimco equipment.

Five Vimco refrigerators for the diet kitchens are located on each of five floors. Five additional boxes are installed in the main kitchen. One is in the Fountain Room on the ground floor.

Baylor hospital can accommodate 850 patients and has 1,400 employees in addition to student nurses. Rooms are equipped with a two-way speaker system, radio receiver, and telephone.

Patients who require oxygen are supplied through a central supply line that is available in each room.

The recently completed Truett Memorial unit is air conditioned.

Rheem Buys Graham Mfg., Gas Range Manufacturer

RICHMOND, Calif.—Rheem Mfg. Co. here has announced the purchase of a controlling interest in the James Graham Mfg. Co. of Newark, Calif., manufacturer of the Wedgewood gas range.

Clarence Graham, Sr., son of the founder of the Graham firm, will continue to manage the business. The move was seen as giving the Wedgewood line a chance to expand.

Cash and an exchange of common stock based on a total value for the Graham firm of \$3,000,000 were involved in the transaction.

He Did It with Drink Dispensers

Specializing In Selling, Servicing One Line Is One-Way Ticket to Profit

DETROIT—"Unless you have a specialty business you're out of luck in refrigeration today. Standard service work is too competitive."

Tom Quinn's own answer to this contention of his is the promotion, sale, and service of beverage dispensers. As head of A.B.C. Refrigeration Sales & Service here, Quinn directs the typical sales and service operations of a commercial contracting firm, but he himself specializes in the drink dispenser business.

"This can be profitable for the refrigeration contractor, not only in the sale of the dispensers themselves but in service work after the warranty has expired," he says.

In addition, selling a beverage dispenser to a restaurant, theater, or other logical prospects gives the contractor an "in," through which he may later profit by sales of other equipment.

For the past few years Quinn has been the distributor throughout the state of Michigan for the "Adco" line of refrigerated beverage dispensers manufactured by A. Dalkin Co. in Chicago.

"The sales approach for a beverage dispenser such as the one we handle," he explains, "is the profit angle. There's a tremendous profit in the sale of carbonated and non-carbonated drinks from a dispenser using syrup over the profit in selling by the bottle."

"For example, the owner of a bowling alley complained to me about having to handle bottle drinks. It was merely a convenience to patrons and not a profit-maker for him, he

said. We sold him a dispenser and thus turned it into a profitable operation."

With a drink dispenser, the problems of storage and breakage of bottles is also eliminated, Quinn says.

Biggest market for dispensers thus far has been in theaters and restaurants, he finds. He's installed such units in about half the new drive-in theaters which have mushroomed in Michigan since the war.

"Dispensers are a good profit item for the drive-ins because they have to do a lot of business in a very short time."

Most of their sales occur during the 15-minute intermissions. There wouldn't be time to serve all the customers in such a short period if bottles were used, but, according to Quinn, dispensers permit quick draw and service. To capitalize on this further, some drive-ins will draw 800 to 900 drinks and have them all lined up just before the rush for service starts.

Restaurants also offer a good market, too, he adds.

"Operators of restaurants say it's hard to get help these days. Girls are going into defense plants instead of restaurants, so restaurant owners are interested in labor-saving devices such as this drink dispenser."

In order to sell and service such equipment, however, the contractor must know carbonation as well as refrigeration.

Service is divided about 50-50 between refrigeration and carbonation, Quinn estimates on the basis of his experience.

Distributor Gives Free Vacation to Consumers In Experimental Promotion

LOS ANGELES—Both consumers and salesmen are offered paid vacations under a 60-day television promotion test campaign launched in the Los Angeles and San Diego market by Kaye-Halbert Distributors, Inc. and about 200 southern California dealers.

Under the program, aimed at boosting sales 800%, consumers who purchase a Kaye-Halbert "decorator" model TV receiver (priced from \$369 for a 20-in. set) will get a five-day paid vacation for two. The offer includes room and board at three major southern California and Mexico resorts.

For each set sale, salesmen will be given a clothing certificate. Those who sell 24 sets will get the same kind of vacation as customers.

If the campaign is successful, the national distributor of Kaye-Halbert sets plans to conduct it on a nationwide scale, according to Ed Altschuler, director of advertising and publicity.

International Register Co. Offers Meter Plan Survey

CHICAGO—Free copies of the 1951 Meter-Matic survey of meter plan selling of commercial refrigeration equipment are available to the trade, the International Register Co., 2620 W. Washington Blvd., here, originator of the survey.

The survey, which was reported in detail on page 5 of the July 16 issue of the NEWS, was based on replies from 449 commercial refrigeration dealers in various parts of the country.

N. Y. BBB Incites Inquiry Of Macy's, Gimbels' Claims To Undersell Competition

NEW YORK CITY—The local Better Business Bureau has filed a complaint with the Federal Trade Commission, charging that general underselling claims made by R. H. Macy & Co. and Gimbel Brothers, Inc. are inaccurate and misleading.

Specific claims protested against are Macy's "we endeavor to save our customers at least 6% for cash except on price fixed goods" and Gimbels' "for cash or for credit, nobody but nobody undersells Gimbels."

The BBB in its complaint noted that the recent price competition here clearly indicated that "no store can maintain a policy of underselling all competition."

It suggested that pricing charts maintained by the stores under Office of Price Stabilization regulations would readily reveal the pricing policies of these and other stores and show whether or not they were consistently underselling all competition as claimed.

"We believe," the BBB said, "that the underselling policy statements referred to above are injurious and unfair to the great majority of responsible business concerns in this city, particularly small business, as well as being misleading and deceptive to the public."

Macy's is not a member of the BBB. Gimbels is.

Jack I. Straus, president of Macy's commented that the board of directors of the BBB contains several of Macy's competitors. He pointed out that similar actions had been taken by the BBB twice before without success.

Bernard F. Gimbel, president of Gimbels, stated, "Any store making general underselling claims should be willing to have its books and records open to inspection by the proper authorities."

John C. Wood, chairman of the BBB's board, said that the FTC has acknowledged the complaint and has passed it on to its investigation bureau for "expeditious action."

Servel Relay Adapts Electric Refrigerator to A.C. or D.C.

NEW YORK CITY—So that the new Servel electric refrigerators will be adaptable in areas where two types of current are used, such as in Manhattan, they have been constructed so that they may be converted from alternating to direct current by the addition of a small relay which is said to cost about \$1.20. W. Paul Jones, president of Servel, Inc. declared here recently.

JUST ASK US!

Turn to "What's New" page for useful information.

**CLEANABLE
WATER-COOLED
CONDENSERS**

More Efficient Double-Tube
Counter-flow Design



1/2 to 25 Ton
Capacity

Acceptance in the field is rapidly changing to "Demand" for these efficient, more economical cleanable water-cooled Condensers. Owners and service men prefer the "new unit" efficiency that can always be maintained by a simple cleaning process. Brass headers, machined and brazed.

Write for Catalog and Prices
WHOLESALE IN PRINCIPAL CITIES

Halstead & Mitchell
BESSEMER BLDG. PITTSBURGH 22, PA.

"This is It!" THE SHERER

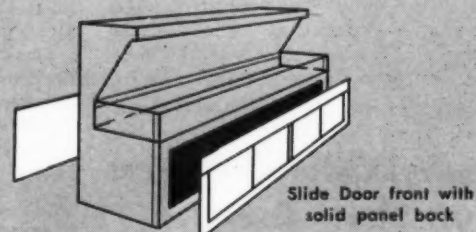
Here's an open display case that you can sell because you can make it fit your customer's individual needs exactly. With the **NEW** Sherer Model UL2710-C YOU CAN:

- 1 add or subtract whatever you need to fit the requirements of your customer's store
- 2 create 12 different body styles
- 3 change it on your floor — before you deliver it
- 4 or you can change it, at any time in the future — right in the user's store.

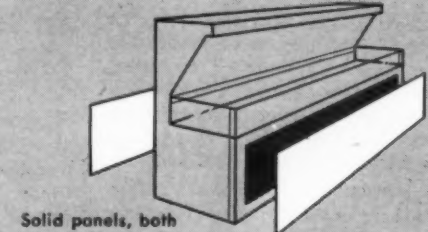


MODEL UL2710-C

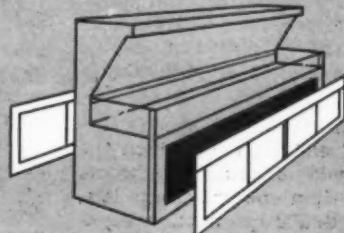
Solid front with slide door back



Slide Door front with solid panel back



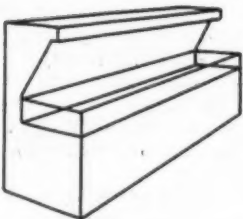
Solid panels, both front and back



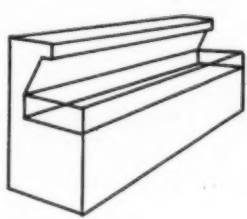
Slide Doors both front and back to make it a "pass through" Case

4 CHOICES OF STORAGE BASE ARRANGEMENT

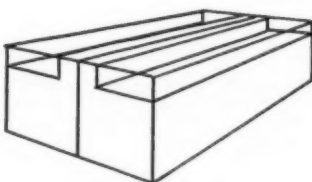
3 STYLES OF SUPERSTRUCTURE



High canopy with Sliding Mirrors that multiply the appeal of the merchandise on display—and makes servicing possible from the rear as well as the front



Low canopy with fixed mirrors



Stainless Steel Cap for low cases. Where required, can be used back to back for Island display set-up

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If you want to put the advantages of these new Sherer developments to work for you
WRITE FOR FRANCHISE INFORMATION
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City.....State.....

SALES BUDGET

Strict Control of Purchasing Based on Past Sales and Anticipated Changes Keeps Inventories In Line

CHICAGO—"An integral part of our operation is strict control of purchasing through the medium of a sales budget charted 90 days ahead. By adhering to this budget, we find that we are in a position to control our inventory to a very great extent."

William H. Murray of the Paoli, Pa., firm of the same name so reported at the recent mid-year meeting of the National Appliance & Radio Dealers Association. He spoke during a symposium on management, using charts to illustrate his talk.

Murray explained that the basis of this budget is the company's sales performance for a like period during previous years.

"This performance," he said, "is supplemented by a reasoned estimate of what we feel sales performance for the current period should be, in view of current conditions. This supplementary estimate takes into consideration, in the case of individual products, such factors as availability of merchandise, saturation points, local market trends, seasonal trends, etc."

"The sales budget is broken down into individual products such as freezers, refrigerators, television, and, in turn, each product is broken down into the various makes we handle."

"After we have set up the over-all budget by months, we proceed to determine, based on the factors set forth above, the quantities of each make of product we anticipate selling for the quarterly period. In some cases these quantities may represent an increase over previous years' business such as in the case of low saturation point items (driers and dishwashers, etc.) or in certain cases such as television we may anticipate a decrease and budget accordingly."

"After having projected our total sales budget for the three-month period—broken down into the various makes, we proceed to determine the quantities of each item which we must purchase to support this budget. This is done by taking our current inventory and deducting it from our total requirements. The difference will be the net quantity to be purchased for the period involved."

Murray then referred to a chart covering refrigerators. This chart represented the firm's budget and actual sales performance for the first five months in 1951. Murray added that every major item that his company handles is budgeted and charted in a like manner.

"The first column," he pointed out, "indicates that we carry four makes of refrigerators. You see that the chart is divided into six columns representing the total budget and performance figures."

"Our budget figures are shown in the first column under each month. In the second column we have shown our actual sales of this make of refrigerator for the month involved, and in the last column we have indicated our total budget figures and our actual total sales performance."

"Following these columns down to the total column, we then have a summary of the four makes of refrigerators sold by us, which will give us our total budget and sales performance for all makes for each month."

"You see that for the month of January we had set a quota of 21 refrigerators. Our actual performance was 22. In February we set a quota of 20. Our actual performance was 19. This can be followed across the chart for the remaining months. We come to the total column indicating that of a quota of 115 refrigerators, we have sold 122, or a sales performance of 98.2%."

"The final line in this chart is designated as 'Total 1950.' This indicates the total number of refrigerators sold in each month for the first five months during the year of 1950. Thus, for a quick reference as these charts are concluded, we have in the last two lines figures representing our budget for 1951, our actual performance for 1951, and our actual performance for 1950."

"These figures will readily indicate just where our sales performance for the current period is heading, based on what we did last year and what we anticipated doing during the current year."

"In laying out our budget at the beginning of the year, we make an estimate of what we feel will be the trend of this particular item; that is, whether we anticipate an increase of sales over the previous years, a decrease, or whether we anticipate the item remaining about the same."

"In the case of refrigerators we find that our sales from year to year vary very little and therefore, we anticipated little or no change in unit sales. For the first five months, our change in the number of units sold over a similar period for 1950 was only an increase of 1/10 of 1%."

Murray then called attention to a chart presenting the firm's quota and sales performance on dishwashers.

"During the first five months of 1951," he noted, "we achieved 107% of a quota set for dishwashers, and an increase over the like period of 1950 of 74%. Our estimate at the beginning of the year was an increase of 50%."

"A third chart represented Murray's performance on all items shown for the first five months of 1951."

Summarizing, Murray said:

"The basis of a workable inventory control is first, to determine as accurately as possible, using factors which will stand up under analysis, what you anticipate selling for a given period, whether at the quarter, half, or the year."

"Break these figures down on a monthly basis so that you know what you anticipate selling in any given month. This is important as any of you familiar with some of the graphs on the movement of merchandise will know."

"You then determine at the time the budget is laid out what is available in your own inventory to support the sales budget. You then proceed to buy up to the limit of the difference between your anticipated sales and your current inventory or, if your inventory is sufficient—you buy nothing."

"By breaking your quota down by months you are in a position to order, if necessary, from month to month sufficient merchandise to support a 30-day operation, a 60 or 90-day operation, depending on your pocketbook and your warehouse space and availability."

Nickel-less Stainless Steel Seen for Civilian Use

WASHINGTON, D. C.—Stainless steel made with chromium without nickel will have to be used by civilian industries to as great an extent as possible, the National Production Authority indicated recently.

A short supply of nickel and huge demands by the defense program for nickel bearing stainless steel were given as reasons for restricting use.

Lingle Arkansas Plant Will Join with Kansas City One

RUSSELLVILLE, Ark.—The Lingle Refrigerator Co. is planning to close its plant after five years of operation in Russellville, C. M. Lingle, president and general manager of the corporation has announced. He explained that the plant will be combined with Kansas City factory to obtain more efficient operations.

Lingle blamed freight rates for the necessity of moving the plant.

Auction of Commercial Equipment Set for Aug. 1

PHILADELPHIA—All interested dealers are invited to an absolute auction sale of commercial refrigerator equipment and fixtures to be held Aug. 1 at 3231 N. Lee St. in Philadelphia.

Pieces to be auctioned include display cases, walk-in coolers, and other refrigerators in both stainless steel and enamel finish, plus compressors and miscellaneous equipment.

The auction is being conducted by Raymond McPherson, Inc. of 313 N. 16th St., Philadelphia. Bids may be placed any time prior to sale.

Ekrut Manages Service For Kalamazoo Stove

KALAMAZOO, Mich.—Kalamazoo Stove & Furnace Co. announced the appointment of Russell F. Ekrut as general service manager.

Ekrut was formerly associated with Whirlpool Corp.

"Our real success story started with our Frigidaire Franchise!"

In 1946, the records of the Lauderdale Refrigeration Service showed a volume of business amounting to about \$10,000, consisting mainly of service and the sale of parts. Their combined showroom and shop occupied a 20' x 40' war surplus building.

Shortly after accepting a Frigidaire Commercial Refrigeration and Air Conditioning Franchise, Mildred and Bert Barry were able to build the modern building shown below, and their 1950



Mildred and Bert Barry, owners of Lauderdale Refrigeration Service, Fort Lauderdale, Florida. Their new, beautifully appointed office reflects the success they have built with their Frigidaire Commercial Dealership in just a few short years.

records show a gross sales volume many times what they did four years ago!

"Our expansion and success has been in direct connection with our appointment as a Frigidaire Commercial Dealer," says Mildred Barry. "We found the line of products Frigidaire offers its dealers complete, and the products themselves can be sold on quality rather than on cut prices. That's why we hold our Franchise in such high esteem."



New home of Lauderdale Refrigeration Service consists of a show room, 30' x 35', office space, a unique closing room, shop and warehouse. Three servicemen, plus a fleet of four trucks, are kept on the go handling installations and service work.



Frigidaire Commercial products are displayed in this spacious, well-lighted show room. Both Mildred and Bert Barry spend a large part of their time selling—and their efforts are augmented by a staff of three salesmen.

FRIGIDAIRE

Over 400 Frigidaire refrigeration and air conditioning products — most complete line in the industry



York Gets Navy Contract For Aviation Rocket Motors

YORK, Pa.—A long-term contract to build large naval aviation rocket motors, and valued at more than \$2,500,000, has been awarded by the U. S. Navy to York Corp., it was announced by President Stewart E. Lauer.

Although details of the project will not be announced for security reasons, Lauer stated that initial work on the contract is expected to begin before the end of the current year.

He pointed out that approximately 100 persons will be assigned to the project on a two-shift basis.

"A few minor shifts," he said, "will permit continued manufacture of the refrigeration and air conditioning equipment now being produced in that space."

Frank J. Quigan Resigns As Fedders Board Chairman

BUFFALO—Because of ill health that prevents him from giving to the Fedders-Quigan Corp. the time and energy that are needed, Frank J. Quigan has resigned as chairman of the board and director.

The 61-year-old Quigan underwent a serious operation last March and has been ill ever since.

No new chairman has been named by the board.

Quigan said that he and his immediate family have disposed of all their holdings to Allen & Co., investment bankers.

Industry Manufacturers Suffer Minor Damage In Kansas-Missouri Flood

With the flood crest passing St. Louis without inflicting any serious damage to manufacturing or business establishments in that area, attention in the flood area has been centered on "clean-up" operations in the Kansas City and Kansas area which suffered so heavily in the Missouri river flood.

Industry companies in the St. Louis area queried by the NEWS revealed that there had been little damage and inconvenience from the high waters, other than delay in shipments, particularly on truck shipments to the west. Even plants like that of The Beveco Co., located very near to the river, were not affected, because of their location on high ground.

In Kansas City and in the major Kansas communities which suffered from the flood, the water had drained off and the "cleaning up" operations were getting under way.

Home offices of the Marley Co., Inc., in Kansas City, a major producer of cooling towers, were flooded out and the firm set up temporary offices in a high school in Kansas City. However, its customers are being served by other plants which it operates throughout the country, and Aug. 10 is being set as the date when the company expects to return to full production in Kansas City.

Manufacturers of refrigeration equipment and appliances were sending some service crews into the flood area to help put equipment back into operation, and some producers such as Servel, Inc., had advised distribu-

tors and dealers of gas, electric, and kerosene-operated refrigerators in flood-stricken areas to make products available without charge to authorized relief agencies.

Some promotion was starting also on replacement offers for products damaged by the flood. Philco Corp., in cooperation with its dealers in the Kansas City areas, is making "special emergency allowances" for any damaged Philco products taken in trade.

It was pointed out that the Federal Reserve Board has relaxed credit controls for purchasers in flooded-out areas, making it possible for them to buy appliances with a smaller down payment and on longer terms.

John Ott To Represent Jordon In Western Penn.

PHILADELPHIA—The Jordon Refrigerator Co. has announced the appointment of John H. Ott as factory sales representative for western Pennsylvania and the western section of West Virginia. Ott will have headquarters at 6304 Penn. Ave., Pittsburgh.



John H. Ott

Credit Controls--

(Concluded from Page 1, Column 3) lated regarding the use of trade-in guides which will set maximum trade-in allowances.

The danger to the possibility of relaxing credit restrictions on appliance sales rests in the fact that the Senate bill did not provide for such relaxation.

However, most observers believe that the House provisions have a good chance to prevail.

The House measure contained two important provisions on price control not included in the Senate measure. Both were introduced by Rep. Herlong (Fla.). One would bar OPS from requiring wholesalers or retailers to absorb increases in the prices of goods which they sell. This would direct the Price office to permit wholesalers and retailers to get their "customary percentage margin" over their costs.

Rep. Herlong's other amendment would bar OPS from lowering ceilings or denying an increase in ceilings solely on the grounds that a company's or industry's profits were satisfactory compared to the profits in some earlier period. The administrator now uses a yardstick of denying increases if the industry in question is making more than 85% of the profits it made in the post-war years.

NARDA Asks End of Credit Discrimination

CHICAGO—An appeal for the confirmation of the House of Representatives position on appliance consumer credit controls was presented to all senators in a communication from Mort Farr, president of the National Appliance & Radio Dealers Association.

He wrote, "We are asking for an end to discrimination against the purchaser of a refrigerator, washing machine, range, or television set as compared to the consumer buying any of many other products of comparable or less importance to the family."

Farr described the present 25% cash down payment and 15 months to pay required by the Federal Reserve Board as "an unwarranted roadblock to the movement of merchandise through the ordinary channels of distribution to the consumer. We are not asking for the abandonment of Regulation W," he said. "Some economic controls may well be needed should prices threaten to get out of hand. But we are asking for an end to discrimination against the purchaser of appliances."

Hussmann Sales--

(Concluded from Page 1, Column 3) strictions on new store construction and major remodeling programs and the end of scare buying.

However, he reported, government orders increased during the second quarter to the extent that the total of civilian and government orders for the first half exceeded shipments.

Although the uncertain international situation makes it difficult to predict second-half operations, there is a "very real need" for large amounts of the company's products provided government restrictions permit customers to fulfill their plans, McMillan declared, adding: "If the defense program is continued at a high level, we expect a substantial amount of government business, although the indicated profit margins on government orders are much smaller than for our civilian products."

June Ice Cream Output Drops to Postwar Low

WASHINGTON, D.C.—The smallest June production of ice cream in the United States since 1945 was noted this year by the U.S. Bureau of Agricultural Economics.

The bureau reported that 60,330,000 gals. were produced this June, down 4% from last year and off 9% from the five-year average for the month.

Production for the first half of the year reached 268,285 gals. This was 2% higher than last year but 3% off the five-year average.

Holland Furnace--

(Concluded from Page 1, Column 5) practices and fire any racketeering employees.

This apparently was not done, for another hearing on complaints against the company was scheduled in July, 1950. But the company received a restraining order and continued to operate until May of this year, when that license expired.

It operated until July 16 with commission permission when it was found guilty and the hearing on license application suspended for 60 days. If no further complaints are lodged at the next hearing, the license probably will be granted, Commissioner John R. Dykema declared.

If refused, the company could appeal to the state supreme court.

Charges made against the firm included one that its salesmen built up a fear of gas and explosion in prospects in order to sell them a new furnace. It was said that this was done even when there was nothing wrong with the prospect's present heating plant.

One former employee testified that the company sanded over old furnaces and resold them as new.

Dykema said that he did not believe such tactics could be used without the knowledge of company officials, but he admitted the difficulties of policing the large number of agencies used by the company.

"The commission is convinced that a sincere and earnest effort is being made to rectify the conditions that have resulted in the large number of complaints which have afflicted both it and this commission," Dykema declared.

for all water cooling use *Filtrine*
—sell more condensing units

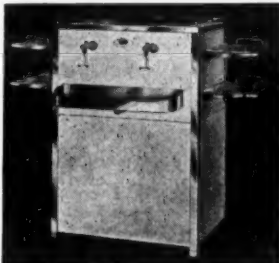
"DO Rating" Orders are Vital . . .

Filtrine products meet government specifications

All Federal Agencies . . . Air Force . . . Army . . . Navy . . . Marine Corps . . .
know that Filtrine products meet government specifications.

COOLERS FOR MESS HALLS — CAFETERIAS

Sell your own condensing unit . . . with coolers backed by Filtrine's 40-year dependability. 1. General acceptance for high efficiency—dependability—20-year life construction. 2. High capacity—super storage. 3. Handsome exterior (all stainless steel or Duco with stainless trim). 4. Equipped to suit with top and/or side shelves. 5. Bubblers, glass-fillers, front, back or all sides. 6. Can be "Taste-Master" equipped to banish chlorine and insure sparkling water.



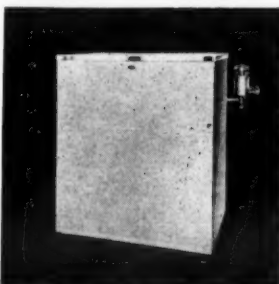
MC-14-S MC-25-S
MC-43-S MC-40-S



No. 4
"Taste-Master"
Filter

COOLERS FOR X-RAY & PHOTOGRAPHY

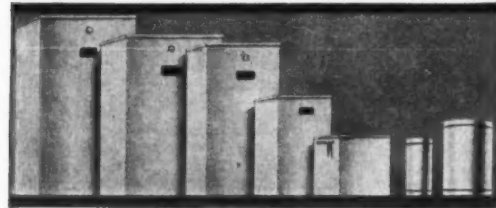
Sell your own condensing unit . . . with these Filtrine coolers as repeatedly named for military and V.A. X-ray installations; Signal Corps and Air Force dark rooms and photo labs. 1. Dependable water of correct temperature for film processing. 2. Large storage for heavy duty and emergency requirements. 3. High efficiency, economy operation—20-year life construction. 4. Floor mounted with stainless steel work-table top; also under-counter models. 5. Filters (extra) prevent scratched and pinholed negatives.



PH-7 PH-14 PH-25

REMOTE COOLERS FOR ALL USES

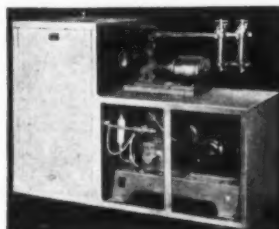
Sell your own condensing unit . . . with Filtrine coolers suitable for new and replacement installation everywhere: barracks, military depots, mills, schools, post offices. 1. Capacities 5-800 g.p.h.—storage 7-300 gallons. 2. High efficiency—20-year life-span. 3. Insulation—2" hydrolene-sealed corkboard. 4. Filters and Rectifiers/Dechlorinators available for all sizes.



MH-300-R M-90-R MA-40-R M-25-R M-14-R X-2-R M-10-R
MH-150-R M-75-R M-43-R M-7-R M-20-R
M-300-R M-40-R
M-150-R

PACKAGED CIRCULATING CHILLED WATER SYSTEMS

Sell your own condensing unit . . . with complete Filtrine systems for circulating drinking water in offices, hospitals, industrial plants . . . for processing water as low as 34°. 1. Completely packaged for streamlined engineering, quick installation. 2. Capacities 5 to 400 g.p.h.—Storage 5 to 150 gallons. 3. Equipped with heavy-duty pump. 4. Your condensing unit factory installed. 5. Insulation—2-inch hydrolene-sealed corkboard. 6. 20-year life construction. 7. Filter-Rectifier assembly (extra) to kill chlorine and keep water sparkling.



Typical "Packaged"
Circulating Chilled Water System

Get our new "How to Sell DO Jobs" Write Dept. RF-1

Filtrine
HIGH EFFICIENCY

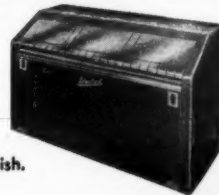
FILTRINE MANUFACTURING COMPANY · BROOKLYN 5 · N. Y.

"Water Coolers and Filters for 40 Years"

United
FOR *Quality*
AND *Economy*

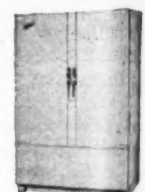
DRY KOOL BOTTLE COOLER

World famous for performance and design. 14 models to meet all requirements in stainless steel or brown Dulux finish.



REACH-INS

Modern flush fronts with recessed handles in popular sizes. Ten models to choose from. Available in white Dulux, stainless steel fronts and glass doors.



KUBEMASTER ICE CUBE MAKER

Whenever food or refreshment is served, ice cubes as you need them. Choice of 3 beautiful models.



KOOLMASTER DIRECT DRAW

Engineered to serve beer to the "Brewmaster's" taste. Its smart appearance enhances any establishment. Choice of 8 models in Stainless steel or brown Dulux finish.



UPRIGHT FREEZER

15 Cubic Feet

Scientific placement of cooling coils, two separate food compartments, dual doors to minimize cold loss, insure balanced freezing at minimum cost.



DESIGNED—ENGINEERED—MANUFACTURED
By
UNITED REFRIGERATOR COMPANY
Locust and Walnut Sts.
HUDSON, WISCONSIN

No Employment Drop Seen At Erie G-E In 4th Quarter

ERIE, Pa.—Employment at the Erie plant of the General Electric Co. is expected to continue steady and at a high level through the fourth quarter of 1951, on the basis of present indications, R. C. Reed, assistant to the works manager, declared recently.

"Work indications continue to be very encouraging for the refrigerator department, although it will be guided largely by materials supplies," Reed commented.

"Our food freezer program is now being adjusted consistent with approved materials," he said. "While the (FPA) regulations do not offer assistance in procuring the quantities of permissible materials we continue to have confidence in the ability of our production section to obtain the materials which we will need to support our program."

Coupons Worth \$50 Spur Sears Refrigerator Sales

BUFFALO—The three Buffalo stores of Sears, Roebuck & Co. stimulated summer refrigerator business by spotting coupons throughout the Sunday edition of a local paper.

Each coupon was worth \$50 on the purchase of any 9-cu. ft. refrigerator but only one coupon could be applied to each purchase. Sears pointed out that the coupon could not be accepted as down payment due to Federal credit regulations.

The coupons were set up in such a way they could be clipped with ease and put in a purse or wallet. The promotion was for a week and was reported to have drawn considerable traffic to the appliance departments of all three stores.

House Named Herrick Gen. Mgr.

WATERLOO, Iowa—The Herrick Refrigerator Co. has announced that Neil C. House has been appointed general manager of the firm. House succeeds Ray E. Nesbit, who died here last April.

House was formerly in the lumber business associated with firms here and in Dubuque.

'Better Living at Lower Cost' To Be Theme of NAFC Meeting Sept. 23

WASHINGTON, D. C.—The 18th annual meeting of the National Association of Food Chains whose members operate approximately 16,000 modern complete food stores, will be held here Sept. 23 to 27, A. D. Davis of Jacksonville, Fla., chairman of the board of directors, has announced.

The four-day meeting, which will feature addresses by internationally known business and government leaders, will stress "Better Living at Lower Cost," Davis said. A primary aim of the 1951 program, he added, "would be to help members to do a better job at every level."

Topics to be covered at panel sessions during the meeting include accounting and cost control, financing, store improvement and maintenance, public and employee relations, government regulations, warehousing, supervision, and sales-building ideas and training demonstrations.

At least seven Washington hotels will be utilized to house NAFC members, guests, and exhibitors. Davis estimated attendance will exceed last year's total of about 1,800.

NAFC members chosen to head key committees for the meeting include: J. C. Daniel of Murphysboro, Ill., general chairman and, with Myer B. Marcus of Philadelphia, co-chairman of the program and planning committee; G. H. Achenback of Vidalia, Ga., chairman of the committee on prizes; George L. Clements of Chicago, chairman of the price control committee; Jac Lehrman of Washington, D. C., chairman of the promotion committee; and Joseph B. Hall of Cincinnati, chairman of the entertainment committee.

Also, H. V. McNamara of Chicago, chairman of the exhibit committee; Forrest J. T. May of Oakland, Calif., chairman of the supplier relations committee; Sidney R. Rabb of Boston, chairman of the resolutions committee; Bernard Siegel of Washington, D. C., chairman of the reception committee; Joseph Seitz of Atlanta, chairman of the nominating committee; Lansing P. Shield of New York City, chairman of the committee on special features; and Joseph Story of Burlington, Iowa, chairman of ladies' entertainment committee.

Why Rent a Locker?

Ad Points Up Time, Money Savings and Convenience

NIAGARA FALLS, Ont., Can.—Savings in time and money that may accrue to the housewife through use of frozen food lockers were brought to the attention of the public through a newspaper advertisement employed by Fairy Frosted Foods Co., Ltd. here.

"Are You Locker Conscious?" asked the advertisement caption.

Copy continued: "The Fairy Frosted Foods Co., Ltd. offers a service to you which is unique in Niagara Falls. Following is an outline of the tremendous advantage which may be had by renting a frozen food locker—

"Meats. By purchasing meat in bulk you have a saving of approximately 20%. Meat is fully matured and tender and is cut and packaged according to your specifications. Your first purchase of a quarter of beef will save you the amount of your locker rental.

"Fruits and Vegetables. Freeze the produce from your own garden without going through the chore of canning. Enjoy fresh fruits all the year-round. Nothing is nicer than fresh strawberries in the winter.

"Poultry. No need to wait for the festive days when demand is great and prices high. Buy when prices are low and keep your bird fresh in your locker. If you raise chickens, your locker will hold approximately 80 birds. Kill them when ready and put them in your locker, and you save feed, time, and money."



Casters Make Dehumidifier Portable

PORTABILITY is the feature of this dehumidifier, which is located in the excessively damp basement of Mrs. Bertha Wyatt of Hopwood, Pa. Portability is secured by mounting the unit on a platform with casters so that it can be easily wheeled wherever it is needed. On hot days Mrs. Wyatt claims that the unit has removed five quarts of water from the air in her basement. She just turns the unit on any time when the house seems damp, which is often since the house is situated in a low area with much vegetation. In addition to this a mountain stream runs right through the property. Before she installed the unit it was possible to write one's name in the dampness on the basement floor.

Grenader Heads Office For Carrier In Richmond

RICHMOND, Va.—Carrier Corp. has opened a new branch office here and has named Joseph Grenader to head it.

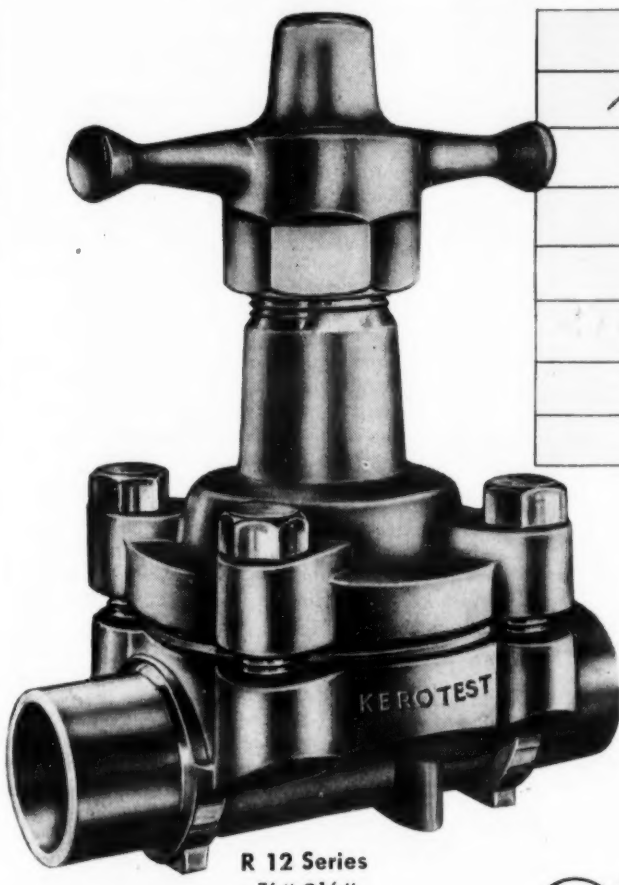
The branch office, located in the Central National Bank bldg., will serve most of the state through distributor-dealer agencies. Major distributor-dealers will be Hungerford, Inc., here, P. C. Hartman Co. of Nor-

folk, Newsome Air Conditioning Co. of Newport News, and Virginia Air Conditioning Co. of Lynchburg.

Grenader worked with Carrier in Dallas, New York City, and Chicago.

International Products Moves

LOS ANGELES—International Products Corp., manufacturer of commercial refrigeration equipment, has moved its executive offices to 665 N. Berendo St., Los Angeles 4, the company announced recently. Telephone number is Normandy 3-2237.



R 12 Series
3/8"-2 1/8"

*Most Expensive
Globe Valve Made
— Sells at
Regular Prices!*

KEROTEST

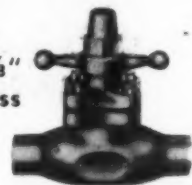
Forged Brass

GLOBE VALVES

Check These "EXTRA VALUE" Features

- ✓ 1. **FULL FLOW**—unrestricted interior design assures maximum volume and pressure performance.
- ✓ 2. **SELF-ADJUSTING**—abrasion and forced seating eliminated by self-compensating "floating" disc.
- ✓ 3. **POSITIVE SHUT-OFF**—quick seating disc seals flow without forcing—operates easily—gives extra-long service.
- ✓ 4. **LEAK-LOK BONNET SEAL**—exclusive Kerotest gasketing practice assures leak-proof bonnet joint.
- ✓ 5. **REPACKS IN USE**—positive back-seating permits repacking under full pressure with safety.
- ✓ 6. **TEMPERATURE-PROOF**—solid forged brass body withstands high temperature soldering—never develops porosity.

2 3/8"-4 1/8"
Cast Brass



Always Extra Value

at No Extra Cost

KEROTEST

KEROTEST MANUFACTURING CO.

PITTSBURGH 22, PENNSYLVANIA



"ADVANCE ENGINEERED" TO MAKE Federal Valuable Floor Space PAY OFF BIG!

Up-to-date stores using FEDERAL "advance engineered" displays and refrigerators . . . enjoy greater profit from greater sales. With over 50 models to choose from, there is a FEDERAL model for any size store. All designed to make valuable floor space "pay-off big".

YOUR MEAT DEPARTMENT . . . send sales soaring with Federal Service type Meat Displays (we make self-serve types too) they are a modern asset to your shop. Reliable in performance . . . they are acclaimed everywhere. Just look at these features: Top profit per foot per week • Easy to load and work • Quick sliding non-stick doors • Giant sizes (3 platters deep) • Keeps fresh meat fresh • "Eye Appeal Styling" Standard lengths adaptable to continuous display.

DAIRY SALES UP! Yes, with a centralized dairy department! Federal has open display reach-ins with sliding doors, all types all sizes for spotting your new dairy department. These compact models, streamlined to save floor space . . . increase sales.

PROFIT FROM PRODUCE. Go after bigger produce department dollars! FEDERAL produce displays . . . give you mass display so necessary for volume sales. Easy to load and easy to reach features, plus the double-duty storage compartments . . . all refrigerated for correct temperature and humidity to keep vegetables fresh . . . longer! Standard lengths . . . adaptable to continuous display.

Federal "Advance Engineered" designs, can save you money, help increase your volume, "step-up" turnover, investigate Federal the modernized line. Dealers in principal cities, or write to
FEDERAL REFRIGERATOR MFG. CO.
WAUKESHA, WISCONSIN

Federal
REFRIGERATORS

Steel and Plastic Electric Sign for Dealer's Window Serves Dual Purpose



Part of a "store identification kit" this electric sign made of plastic and steel doubles as a night light.

BROOKLYN — Good dealer response has been reported to Lewyt Corp.'s "Store Identification Kit" offer, it is reported by Donald B. Smith, sales promotion and advertising manager for the vacuum

cleaner manufacturer.

Dealers are said to have been particularly interested in the electric display made of steel and plastic which can be hung in the window to double as a night light.



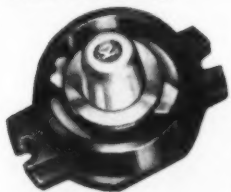
Major Motor Manufacturer Praises KLIXON Protection Against Motor Burnouts

LOS ANGELES, CAL.: Philip Hawkins, Shop Foreman of Wagner Electric Corporation's Los Angeles division, is a man whose word on motor protection is backed by plenty of experience!

Says Mr. Hawkins:

"It is our experience that those motors equipped with KLIXON Inherent Overheating Protectors constitute but a small percentage of those we see with burned out windings.

"We believe that KLIXON Protectors contribute much to prevent motor burnouts."



Manual Reset

Automatic Reset



KLIXON Protectors Build Customer Goodwill by Preventing Major Repair Costs

The KLIXON Protectors illustrated are built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

KLIXON

SPENCER THERMOSTAT
Division of Metals & Controls Corp.
2407 FOREST ST., ATTLEBORO, MASS.

4 Lincoln, Neb. G-E Dealers Send Appliance Sales Soaring with Novel 'Name the Appliances' Contest

LINCOLN, Neb. — A "gimmick" that boosted appliance sales "several hundred" per cent above the entire month of May during a 10-day period in June was reported by four Lincoln dealers.

They cooperated with General Electric Co. in staging a "name the appliances" contest which attracted well over 3,000 contestants. The G-E dealers were Hardy Furniture Co., Cobleigh Electric Co., Hoagland Hardware Co., and Quinn-Hodgson Tire Service.

The promotion was strictly a local affair and was planned in an attempt to stimulate major appliance sales, particularly refrigerators, which had slumped in April and May.

In addition to giving a Model NH-10 G-E refrigerator-home freezer, listed at \$479.95, as the first prize, the dealers had credit certificates for other contestants.

An Omaha advertising agency, Allen & Reynolds, was retained to lay out a full-page newspaper advertisement which featured a cut-away view of an old-fashioned home. Activities depicted within the house included a perspiring man getting a trunk out of the attic, a man shaving with a straight-edge razor with a pitcher as his hot water source, an ice man delivering ice, a girl cranking a phonograph, a man bringing vegetables up from a cold cellar, etc.

Contestants were invited to list on a sheet of paper the modern appliances used to replace the methods "used by our grandparents in the above scene" and mail to any of the four dealers, along with the coupon in the advertisements, listing the contestant's name and address.

What To Do

The advertisement explained to contestants that electric chimes have replaced the door knocker shown in the illustration, while the power mower has replaced the lawn mower and the home freezer has replaced the cold cellar.

Contestants "took it from there" and suggested appliances in the illustration including an air conditioning unit, electric razor, hot water heater, window fan, record player, electric train, television set, portable fan, electric blanket, electric heater, radio, mechanical refrigerator, dishwasher, washing machine, mixer, ironer, electric range, roaster, coffee-maker, electric iron, lamp, sewing machine, vacuum sweeper, electric clock, clothes drier, and garbage disposal unit.

A sketch of the refrigerator to be given as first prize was shown, and copy explained:

"No purchase necessary! Easy, interesting, educational contest that everyone has an equal chance to win! Quick action and accuracy count, so gather the family 'round the table, and pool your thoughts! . . ."

Rules of the contest were included in the layout, explaining that the nearest correct list with the earliest postmark would win. Only one grand prize would be awarded, it was pointed out, but duplicate awards would be made in the event of ties to all other winners.

More Contestants Than They Bargained For

The number of contestants exceeded dealer expectations. For example, Hardy's, largest of the four, received some 2,000 entries. The advertisement stated that "\$50,000 in valuable credit certificates to other prize winners" would be awarded, but the plan was to send a certificate to every contestant, so Hardy's sent out certificates calling for approximately \$100,000 in credit.

Each credit certificate was accompanied by a letter. Hardy's letter was signed by G. R. Hunt, vice president and general manager, and read:

"Congratulations! The winner of first prize . . . has been announced . . . but as your contest entry was so nearly correct we are happy to inform you that you are a winner of the prize certificate enclosed.

"The attached gift certificate may be used toward the purchase of the specified General Electric appliance. "Since you did so well in our contest, we hope you can use this certificate before this offer expires. It is not transferable unless properly endorsed.

"Thank you for your participation in our contest. Stop in soon so we

FULL-PAGE NEWSPAPER ADVERTISEMENT announced G-E dealers' "name the appliances" contest. Purpose of the gimmick was to boost lagging refrigerator sales in the Lincoln, Neb. area. It did just that by several hundred per cent.

may congratulate you in person, and help you select the General Electric appliance towards which you want this prize certificate to apply.

The credit certificate, approximately 8 in. by 3 in. in size, was printed on a mottled green paper such as is used for payroll checks, and stated the certificate was good until June 9, 1951, or supply exhausted. It also plainly stated the certificate was good "toward the purchase of a Model NH-10 General Electric refrigerator-home freezer," but some trouble developed on this score.

A few women contestants mailed their prize credit certificates to the dealers, with the request that the \$50 be sent to them in cash. A very few got mad when they couldn't get the cash or trade the certificate in on an appliance costing around \$50.

The idea behind the promotion, according to the dealers, was to effect a reduction of approximately 10% on major appliances as a means of spurring sales and reducing top-heavy inventories, especially on 1950 models.

It was explained to contestants that the certificate was good for its face gift-value of \$50 on the speci-

fied \$479.95 refrigerator or on any other appliance costing approximately the same amount. But, for example, if the contestant wanted a \$100 appliance, the certificate was honored to the amount of \$10.

Upshot of the promotion was that sales volume soared well up to expectations, although a fairly large percentage of the volume was in small items, with the contestant taking her 10% discount on an electric toaster or mixer, for example. Traffic was so great that General Electric sent in two men from outstate to Hardy's to help handle the business.

O. J. Billhorne, manager of the major appliance department at Hardy's, stated that the promotion definitely was successful, but that it was nothing more or less than a "gimmick," and they would not use it under ordinary conditions.

It served the intended purpose of clearing out a good number of appliances that had been in stock too long, he added. The dealers could have advertised a 10% reduction on old models to make way for new merchandise, he explained, but it would not have created the interest and sales volume that were gained through "dramatizing" the event.

C.O.P. of 10.2 to 20.8 Recorded for Water-to-Water Heat Pump Installation In Oregonian Newspaper Bldg.

PORTLAND, Ore.—Coefficients of performance as high as 20.8 at the average winter temperature of 49° F. and a c.o.p. of 10.2 at 30° have been observed for one of the world's largest heat pump installations here.

Operation of the large water-to-water heat pump which provides complete air conditioning of the block-square plant and office where the *Oregonian* daily and Sunday newspaper is published was described for the American Society of Heating and Ventilating Engineers at its semi-annual meeting here by J. Donald Kroeker, John H. Bonebrake, and James A. Melvin.

Kroeker is the consulting engineer who designed the job, Bonebrake, his associate, and Melvin, chief operating engineer of the building.

Major components of the heat pump include the 275-hp. "Freon-11" centrifugal compressors, three wells to supply the heat source, deep well pumps, a sand-settling or surge tank for well water, three settling tank pumps to introduce well water into the piping system, two heating pumps, two well-water circulating pumps, two cooling pumps, and automatic sequence and temperature control devices.

10 UNITS PROVIDE 90 ZONES

Air conditioning is handled by 10 separate units providing 90 different zones, although a split system consisting of ceiling panels and air distribution is provided in the west half of the building (largely offices) for heating.

"Each of the ten air conditioning units is separately controlled by a program clock since a newspaper plant operates around the clock and the different departments have varying periods of occupancy and use," the engineers explained.

"Eight of the units are of the double plenum type with bottom location of cooling coil and cooling plenum and top location of heating coil. Individual zones are connected by separate ducts to each plenum. The temperature in individual zones is regulated by mixing dampers controlled by room thermostats.

"Thermostats in all rooms connected to one air conditioning unit are interlocked so that the room requiring the greatest amount of heating will control the warm plenum temperature, and the one needing the most cooling will control the cool plenum temperature.

"In general, humidity control was provided as a high limit only in that no attempt was made to humidify, except in the pressroom. Thus, one humidistat for each unit maintains a maximum of 55% relative humidity in the space served by that unit. In the main pressroom, where it was desirable to maintain 75° F. dry bulb and 55% relative humidity with little variation, full humidity control was necessary."

Actually the air conditioning and heating systems are pretty much

conventional, the engineers admit, except that coils are used to recover heat from exhaust air—an arrangement practicable only with a system operating on a low temperature heat source, as the heat pump does.

Incidentally, the engineers indicated that air conditioning of office buildings is not general practice in Portland due to the relatively mild climate. It was necessary for the building in question, however, "because ventilating courts had been eliminated to facilitate uninterrupted flow of material in the mechanical processes of publication."

In planning a large commercial heat pump installation, engineers should investigate "the economy in recovering heat from waste products, and the pre-conditioning of ventilation air with cold water," they suggested.

With this building "while early indications were that an application of a heat pump to the building systems appeared economically practicable, giving promise of providing the lowest available operating costs, the decision to use the heat pump was delayed until a complete analysis could be made.

"The analysis indicated that the contemplated application could result in a heat pump load of 4,000,000 B.t.u./hr. for cooling and 4,800,000 B.t.u./hr. for heating, providing well water was used for the bulk of the pre-heating and pre-cooling of ventilation air, as well as for series flow through the evaporator and condenser during the periods requiring cooling only."

THOROUGH STUDY OF APPLICATION METHODS NEEDED

They also emphasize the "determination of economic feasibility requires a rather thorough study of application methods. Comparison of only power rates, arbitrarily chosen coefficients of performance, and costs of alternate energy available, will be misleading and inconclusive. Abnormally detailed studies of loads and methods will pay dividends in economy of operation. Well water development should precede design, since in many localities, information based on performance of wells in the vicinity may not apply fully."

For the *Oregonian* bldg., three wells were decided upon, two to be 200 ft. deep for 55° water and the third 500 ft. deep for 57° water. After drilling, the first well had a total depth of 235 ft. and supplied 54° water; the second was 204 ft. with 55° water; the third, 930 ft. deep for 58° water. The first two wells supply water during cooling with disposal to the third well, while the latter is used for heating with final discharge to the sewer.

In connection with the wells, the engineers suggest that "sand traps in well water supplies, such as settling tanks, are justified even for wells apparently entirely free of sand."

Excessive sand settled out in the tank at this installation, "due to the starting and stopping of the deep well pumps, which shock the wells."

The difficulty was overcome by the installation of valves to provide automatic modulation which keeps the pumps in operation until water flow is down to 10% of normal capacity.

WATER ANALYSIS IMPORTANT

Careful study of water analyses for possible chemical treatment was also suggested in order to protect metals in the system. Water treatment was resorted to in this installation to arrest corrosion, it was indicated.

Control equipment in this system provides, "in addition to automatic start, for automatic sequence selection by an outside thermostat and water temperature levels. It also provides for automatic reset of leaving condenser water temperatures by an outside thermostat."

AUTOMATIC OPERATION

The start of the heat pump equipment is automatic and is at the command of the time clock on any of the 10 air conditioning units. Thus, the central equipment operates when any one of the conditioning units starts. Water temperatures are maintained automatically according to outside temperatures and are controlled by means of industrial controllers having thermostatic elements in the discharges of condensers and evaporators.

Even with automatic operation, a heat pump system larger than 150 tons will require at least the part-time attention of an operating engineer, it was suggested.

Among the other interesting aspects of the *Oregonian* installation is the fact that the centrifugal compressors and heat exchangers were selected for a leaving water temperature of 135° F., "higher by 30° than such machines in prior applications." This was necessary to get a high water temperature for the heating panels required in part of the building.



HOSPITAL ROOM in the Michael Reese hospital in Chicago, which has been equipped with a grant from the fund of the Mitchell Air Conditioning Research Foundation.

Mitchell Research Foundation Grant Will Aid Study of Heart Diseases

CHICAGO—A grant for further studies relating to the effects of air conditioning on the human body has been established by the Mitchell Air Conditioning Research Foundation, it was announced by B. A. Mitchell, president of the foundation and of the Mitchell Mfg. Co. here.

The grant has been given to Michael Reese hospital in Chicago, an institution well-known for its extensive research programs.

The grant has already provided two specially controlled air conditioned rooms. First experiments are under the direction of Dr. Louis N. Katz, director of the Cardiovascular Department at Michael Reese, and professorial lecturer in physiology at the University of Chicago.

Studies are to be made with patients suffering from diseases of the heart and are expected to determine whether or not a controlled air conditioned atmosphere augments treatment and facilitates recovery.

The experimental rooms are each equipped with a Mitchell ¼-ton air conditioning unit. The units are con-

trolled by switches outside the rooms so that tests may be under scientific supervision at all times. Switches are locked to permit use only by doctors in charge of the studies, although normal ventilation continues regardless of whether units are on or off.

Relative humidity is kept at 50% and temperature is allowed to reach a high of 82° F. and a low of 75° F. A thermostat is connected in series with the power unit of the compressor in each air conditioner and the temperature and relative humidity are recorded.

"Science says that high temperatures may affect and in some cases cause diseases," Mitchell stated. "The experiments now being conducted and others to follow, will help to discover whether temperature controlled by air conditioning can be used to prevent disease."

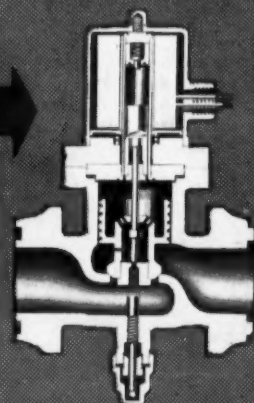
"It is our aim to establish through the scientific method of research that people live better, healthier lives in an air conditioned room, and that those who have heart diseases can lead more normal lives."

BE DOUBLY SURE OF SHUT-OFF!

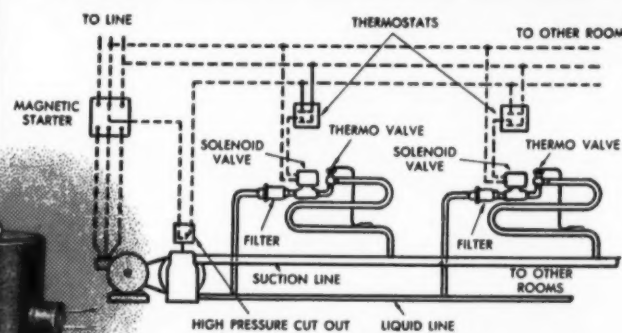
Don't depend on continued tight seating of the expansion valve alone...

For POSITIVE liquid shut-off on any size installation use ALCO Solenoid Valves, because:

- 1) Accurate machining to extremely close tolerances assures leakproof seating.
- 2) ALCO Solenoid Valve coils are made of the finest materials, impregnated with a special varnish giving maximum resistance to moisture, dirt and corrosion.



Type R-1 Liquid or Suction Stop



A diagram of ALCO Solenoid Liquid Stop Valves in a refrigeration system

Type M-3 Liquid or Suction Stop

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AIR-MASTER model 50-B is a new advance in the art of drying air mechanically. Its "Ratio Damper" gives peak performance at any space temperature from 65° to 95° F. A third heat exchange element permits a part of the work done in cooling the entering air down to dew point, to be recovered. This cuts down refrigeration load. The 50-B challenges all competition for efficiency and economy.

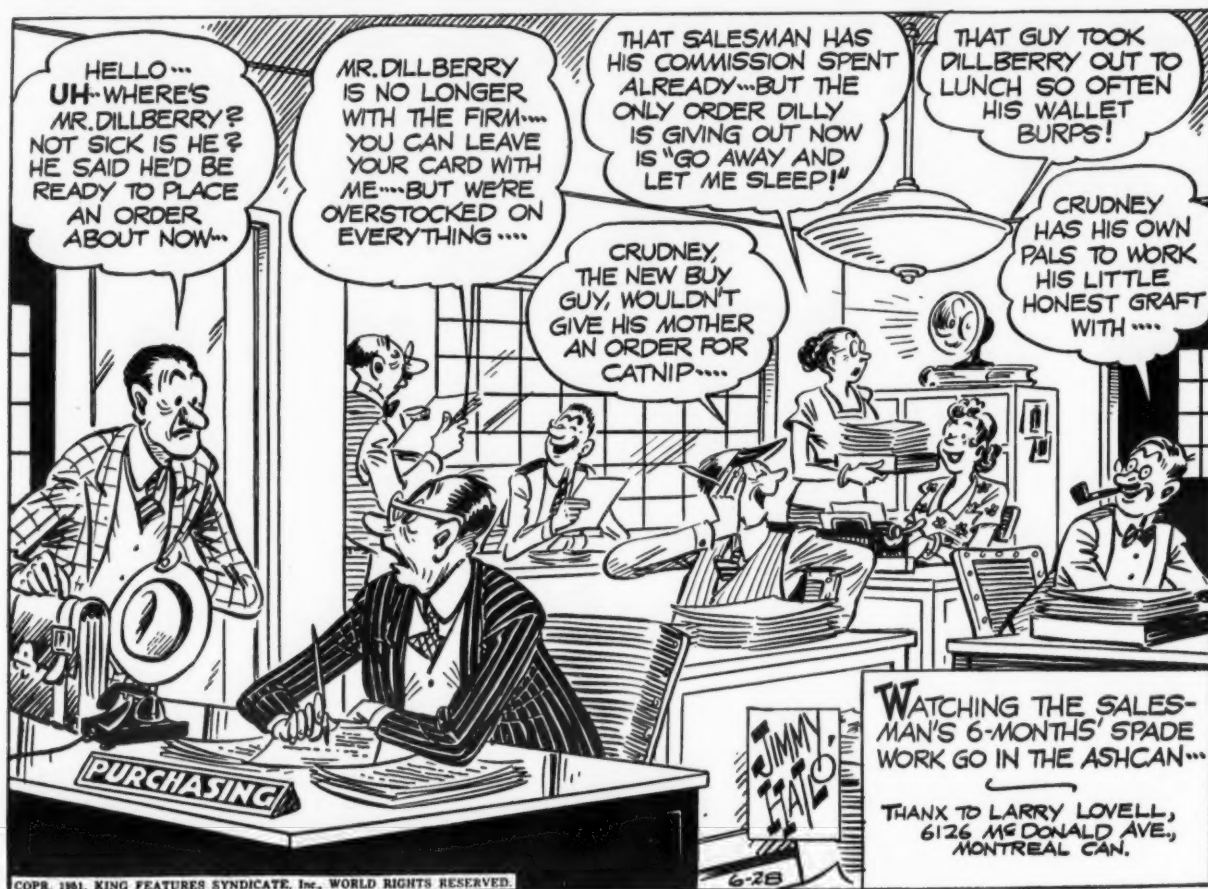
Protect critical equipment and materials from moisture, damage by RUST, MOLD, MILDEW, ROT, WARPING, TARNISH, CORROSION, CAKING.

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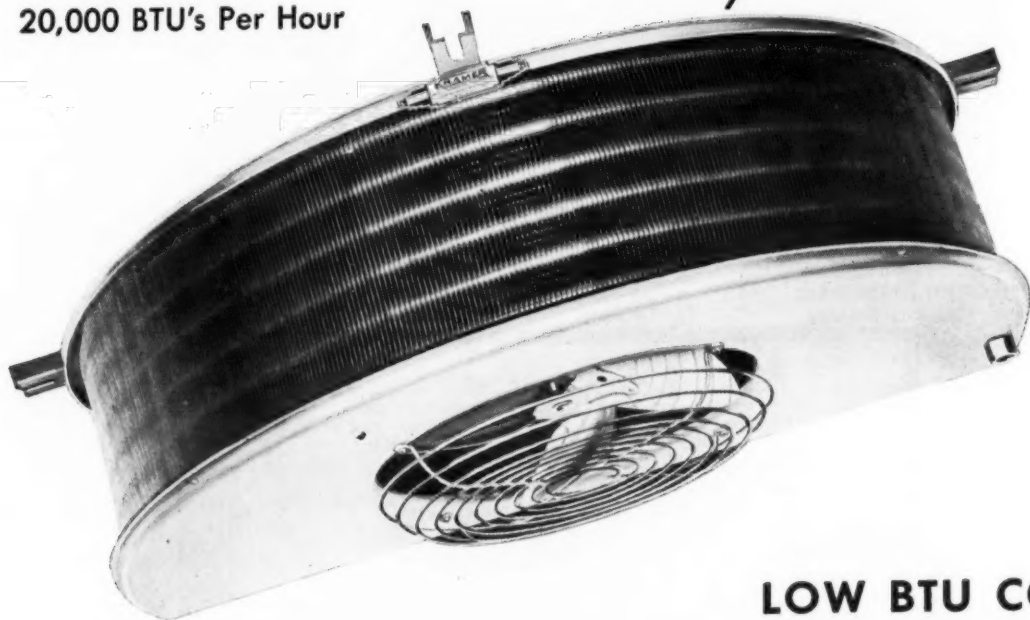


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by **KRAMER**

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UNIFORM TEMPERATURES

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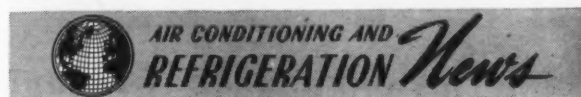
Casings are made of polished aluminum.

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VOLUME 63, No. 13, SERIAL No. 1,167, JULY 30, 1951

"I have always felt that whatever the Divine Providence permitted to occur I was not too proud to report. The people are not served by pussyfooting, or by that sort of journalism in which nobody will ask who is the editor of a paper or the writer of an article, and nobody will care."—Charles A. Dana.

Elements of Successful Advertising

Rogers, Slade and Hill, highly respected New York City consultants on management problems, are presenting the following boiled-down advice on advertising to their clients.

1. Attract the reader's eye through some elemental appeal—curiosity, fear, love, dramatic interest, etc.
2. Start with the reader's interest in himself, his family, his pocketbook, his personal progress, his health or safety, his future.
3. Feature one overbalancing reason for purchasing your product or service, not several separate (and confusing) reasons.
4. Lay out the display lines, text, and illustrations so that the eye is carried from idea to idea until it covers the whole advertisement.
5. Employ words of one and two syllables insofar as possible, with all technical terms simplified or explained.
6. Give the reader something—information, education, understanding, ideas, entertainment—in return for the time he invests in reading the advertisement.
7. Suggest some definite action to be taken by the reader.

In our opinion this is excellent advice—for dealers and wholesalers as well as manufacturers.

How To Choose Media For Your Advertising

Ben Duffy, president of Batten, Barton, Durstine & Osborn, has summed up the focal point of arguments relative to different kinds of circulation.

"More emphasis will have to be placed on preferred readers rather than total readers," Duffy emphasizes.

"The average person may see 20 or 30 movies a year, but relatively few of these would be put on what one would call a preferred list. It is these preferred movies, however, that register the greatest impact.

"The average person may eat in 10 or 12 different restaurants during the period of a given month, but few of these would be considered preferred. These restaurants have greater significance to the diner.

"There are many football games played throughout the fall season, but only a few of them have remembrance value. It is those few games that everybody wants to see. They are the preferred games.

"The same thing applies to media. You could read five or six magazines in a given week. You could read each individual publication with a great deal of interest, but only one or two of them may have what you consider preferred value.

"It is the favored few which contribute advertising values because their editorial appeal is more significant.

"In the field of media there has been a tendency to buy total circulation, total readership. I wonder if, in the future, a yardstick will not be used to advantage that will measure circulation more in terms of quality, impact, or buying. In other words it is not circulation alone, but significant or preferred circulation that registers the most effective advertising message."

Amen.

Refrigeration Men at Play



A NEW GOLF TROPHY, the Mueller Brass Co. trophy for the yearly champion of Region 5 of the Refrigeration Equipment Wholesalers Association, made its bow during a recent meeting of the group. Left to right are Jim Downs, Refrigeration Supplies, Inc., Cleveland; Joe Oberc, J. M. Oberc, Inc., Detroit, chairman of Region 5, who is receiving the trophy from Tyler Riggins of Mueller Brass Co.; and Ned Mason, Mason Supply Co., Columbus. Trophy was won for the first time by Jack Homan of Allied Supply Co., Dayton.



"IF THE ANTS DON'T COME to the picnic, take the picnic to the ants." Maybe that's what inspired this pie-eating contest at the annual affair staged by the Refrigeration Contractors Association of Detroit with the cooperation of local parts wholesalers. That's Bill Casey in the foreground.

A. M. Norris Joins Baltimore Aircoil Co. As Chief Engineer

BALTIMORE—Baltimore Aircoil Co., Inc. here, announced that A. M. Norris has joined the organization as chief engineer.



A. M. Norris

He will be in charge of research and development of the company's products—evaporative condensers and cooling towers. Norris, Stevens Tech. '07, has had long and varied experience in the field of heat transfer.

The firm of Chatard and Norris was one of the first organizations to enter the field of mechanical refrigeration and air conditioning in Baltimore, and installed some of the first refrigeration and air conditioning systems in this area.

Norris served in the U. S. Naval Reserve in both World Wars, ending World War II with the rank of commander.

He has recently been associated

with the firm of Lloyd E. Mitchell, Inc., as chief air conditioning engineer, where he was responsible for the design and installation of many large systems.

Norris is well known for his "Psychrograph" which he developed in 1931. This advanced form of psychrometric chart is currently used by Westinghouse Electric Corp. under agreement with Norris.

He is a member of the American Society of Heating & Ventilating Engineers and the American Society of Refrigerating Engineers.

Shipments of Gas-Fired Heating Equipment Drop

NEW YORK CITY—Manufacturers' shipments of gas-fired central heating equipment for the first six months of this year were considerably below those of the same period in 1950, the Gas Appliance Mfrs. Association, reported recently.

Shipments of gas-fired equipment, which include boilers, furnaces, and conversion burners, totaled 288,400 units this year as compared with 422,700 last year. This was a 31.8% drop.

Oil burner installations dropped from 271,778 last year to 231,006 for the first half of this year.

SLANTS on Service

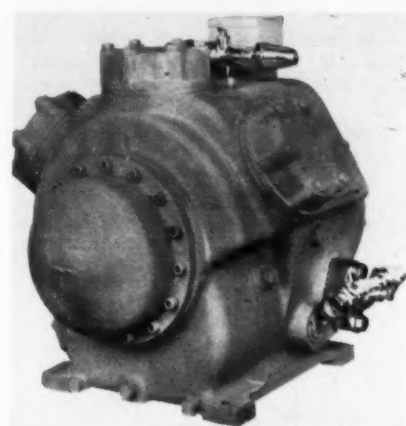
"Slants on Service" is a new "package" devised by the NEWS to meet the needs of its busy readers in the service and contracting business. These helpful hints and suggestions for improved service methods and shortcuts have been assembled in capsule form.

How To Replace Valves On Worthington Hermetics

Major overhaul of the 2HF2 and 2HF3 hermetic compressors employed in the Worthington's SCY line of package air conditioners ideally should be done in the shop, but the units do lend themselves to field servicing, too.

How valves on these models, for example, can be replaced, is outlined by T. A. Williams of Worthington Pump and Machinery Corp. who advises, "The preliminary step in all servicing is to pump down the compressor and store the refrigerant in the condenser." After the compressor is pumped down, and the electrical wiring disconnected, it may be serviced in the following manner:

1. Remove six head bolts ($\frac{3}{8}$ x 16 x 2 $\frac{3}{4}$ in.). The bolts should be loosened and the head tapped with a hammer to break the gasket seal and allow any pressure to escape before removing the bolts and the cylinder head.
2. Remove the valve plate from the head. The plate is held to the head by the gasket seal only.
3. Remove the valve guards from the valve plate by removing 2 $\frac{1}{4}$ x 20 cap screws.
4. Inspect valve strips, springs, and seats carefully. Replace any broken or worn strips or springs.



Should the valve seat or plate be worn or pitted, they should be replaced.

5. Remove all old gasket material.
6. Install valve springs and strips. The valve strip must have .005 to .010 in. lateral movement in the valve guard.
7. Oil new gaskets lightly and assembly valve plate and head to compressor.
8. Install head bolts and tighten evenly and in rotation to prevent damage and provide an even pressure on the gasket joints. Head bolts should be tightened to 40 to 50 lbs. pressure.
9. Leak test and evacuate. Care should be taken to insure the com-

pressor is properly evacuated as a small amount of moisture will cause damage to the windings. It is recommended that the vacuum be broken with "Freon-12" until the gauge pressure is 0 and a second vacuum be drawn on the compressor.

Dry Systems to Dewpoint Of 10° Below Suction Temp.

How dry should a refrigerating system be to prevent freeze-ups? As a rule-of-thumb, some authorities suggest dehydrating to a dewpoint at least 10° F. below the suction temperature at which the system operates.

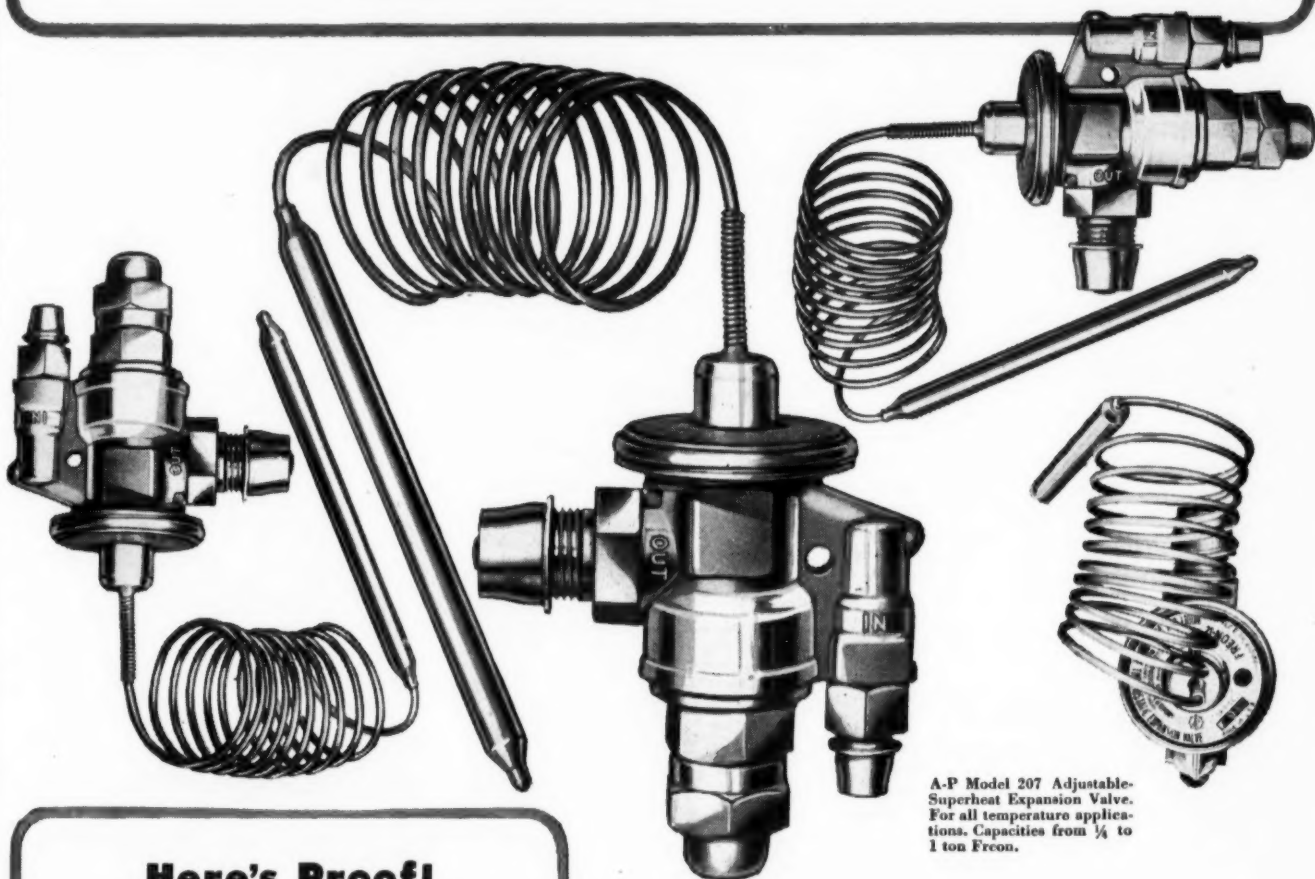
Under this rule then, a system which runs at -20° suction temperature should be dehydrated to at least a -30° dewpoint.

Sweden Appoints Mohat as Dealer for Great Lakes Area

SEATTLE—Sweden Freezer Manufacturing Co., manufacturer of soft ice cream and frozen custard machines, announced the appointment of Mohat Refrigeration Sales & Service, Waldo, Ohio, as a new dealer in the Great Lakes region.

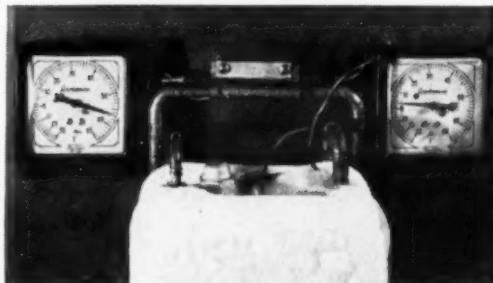
S. E. Mohat, owner of the dealership, has been associated with the refrigeration industry for 28 years and has covered all phases of maintenance, selling, and management. During World War II he acted as refrigeration consultant for the War Department, and until the establishment of his company in August, 1950, he traveled as manufacturers' representative for several small manufacturers of refrigeration equipment.

Get POSITIVE Bulb Control



A-P Model 207 Adjustable-Superheat Expansion Valve. For all temperature applications. Capacities from $\frac{1}{4}$ to 1 ton Freon.

Here's Proof!



Here is dramatic proof of the efficiency of A-P Liquid-Charge. In the unit pictured above, there is a 54 degree difference between valve and bulb, and the valve is mounted upside down! Despite these conditions the bulb provides perfect control. Unusual? Yes; but typical of the efficiency and dependability you can expect from A-P Liquid-Charged Valves!

IN ANY POSITION... AT ANY TEMPERATURE With Dependable Liquid-Charged Expansion Valves

No matter what the application, you have no problem of accurate control when you use an A-P Liquid-Charged Expansion Valve.

Install it right-side up—upside down—sidewise—in any position required by the application, even lower than the bulb. Install it in any ambient temperature, either warmer or colder than the bulb—it's all the same to the A-P Liquid-Charged Valve; you'll still get POSITIVE, accurate control!

More than that, you don't need a special-purpose valve for low temperature—another for commercial temperatures—and still another for air conditioning. Instead, ONE A-P Liquid-Charged Valve can be used for all purposes. Write for Bulletin R-5 describing A-P Liquid-Charged Valves—today!



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HARRY ALTER'S SPRING AND SUMMER 1951

DEPENDABOOK No. 154

OVER 9,000 REFRIGERATION PARTS AND SUPPLIES

To successfully conduct a business in these days of scarcities, you really need DEPENDABOOK No. 154... If it's available you'll find it listed in this latest edition.

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WHOLESALE ONLY

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134 LAFAYETTE STREET NEW YORK 13, N. Y.

"Service doesn't falter when it comes from Harry Alter."

Locker Survey--

(Concluded from Page 1)

The study indicates that the highest charges for frozen food storage space, per cubic foot, are prevailing in Florida, where the rate averages \$3.39 per cubic foot. Arizona and Nevada rates average \$3.14. Lowest rates prevail in Washington and Oregon, where charges are \$1.11 and \$1.28 per cubic foot, respectively.

Typical average annual locker rental fees in states across the country vary as follows: Arizona, \$20.16; Florida, \$19.74; Texas, \$14.38; Washington, \$9.34; Maine, \$16.84; Rhode Island, \$17.25; Ohio, \$14.32; Indiana, \$14.60; Kansas, \$12.04; Kentucky, \$14.49; and California, \$15.28.

The survey indicates that, in general, locker plants these days offer a wide variety of diversified services. Most plants offer chilling, aging, cutting, grinding, wrapping and sharp-freezing services.

Many of them also provide such services as slaughtering, poultry dressing, curing, smoking, lard rendering, and fruit and vegetable processing. A smaller number also manufacture commercial type sausage and ice cream and have embarked on a wholesale and retail merchandising program.

Almost 90% of the 6,737 plants that responded to the F.C.A. survey reported they offered chilling, cutting, wrapping and freezing services. Some 57% of the plants did curing of pork, and about the same number did smoking of pork, hams, and sausage. Forty-nine per cent of all reporting plants offered some type of slaughtering service.

"In addition to what might be termed service operations," the study said, "an increasing number of locker plants have expanded their activities into commercial operations."

"The survey showed that 17% of all locker plants custom-slaughtered poultry for non-locker patrons, and 15% of them killed and processed poultry for resale."

"Plants providing the highest percentage of custom slaughtering of poultry were located in the South Atlantic and South Central regions, with those reporting the lowest percentage in the Pacific region."

Fifty-one per cent of all plants sold commercial frozen foods; 43% wholesaled beef and pork processed by packers; 27% reported the manufacture and sale of pork sausage.

Discussing the outlook for the locker industry in a period of defense mobilization, the study suggested that the way is open for locker managers to help alleviate shortages of labor, critical materials and transportation.

These savings are possible, it was pointed out, because the industry can:

- (1) Process and store home-grown perishable foods during periods of flush production for local consumption and distribution, thus effecting savings in handling, processing and transporting these products from source of production to terminal processing centers;
- (2) Use available small-town labor in local processing plants;
- (3) Save critical materials like tin, aluminum and steel in food processing, by using paper and other less critical materials;
- (4) Act as storage and distributing agents for wholesale frozen food distributors, thus reducing the frequency of long-haul deliveries and saving transportation;
- (5) Reduce food costs to consumers through the processing and merchandising of home-grown foods in local areas.

"In an all-out emergency," the study concluded, "with possible disruption of transportation and large-scale processing facilities, the 11,600 locker plants, widely dispersed throughout the country, could service the needs of many small towns and communities, and thus relieve the pressure on large commercial plants and transportation agencies."

"To effectuate such a program calls for a well-laid out plan of action on the part of locker operators. Such a program should include improvements in processing techniques, more efficient use of labor, plant equipment, and facilities, more stringent sanitary regulations, more efficient use of by-products, honest dealing, and a willingness to provide satisfactory services at reasonable rates and charges."

"The present defense emergency offers both a challenge and an opportunity to the locker industry. The manner in which locker operators serve the public during this period may largely determine the industry's future."

60 Dozen Eggs Can't Be Ignored

Bulk Style Display In Refrigerated, Self-Serve Case Boosts Egg Sales 350% for Denver Supermarket

DENVER — Displaying 60 dozen eggs in bulk in a self-service refrigerated case has brought a 350% increase in egg sales to the Levitt Supermarket here, operated by Nat Levitt.

Levitt was struck one day by the fact that a large number of egg customers opened the standard paper carton, shown on non-refrigerated shelves, and examined the eggs con-

tained carefully before buying.

Often, Levitt noted, as many as eight out of 10 customers went through this process. The reason, he found, was the general opinion of the housewife as to her own egg-grading ability, and suspicion that eggs might be under size, or brown-colored when white was desired, etc.

Following a hunch, the Denver grocery store owner set up "some-

thing new" in egg merchandising. Remembering the days of yore, when all eggs were piled in baskets, Levitt determined to appeal to the "rummage instinct" of shoppers.

He realized that the only satisfactory means of retaining quality in eggs is through continuous refrigeration.

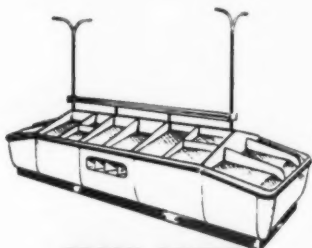
Therefore, the Denver operator set up his bulk egg display in a Huss-

mann self-service refrigerator, on two large, flat cartons. This made it possible to show as many as 60 dozen eggs, stacked only about six eggs high.

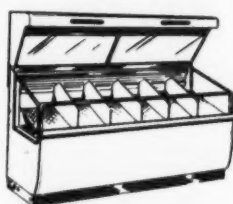
The case is set to maintain a temperature between 35 and 45° F., which the Denver grocer has found is most adequate against spoilage.

With a spotlight on the eggs display, and an invitation to "Select Your Own," this mass display began getting results from the first day.

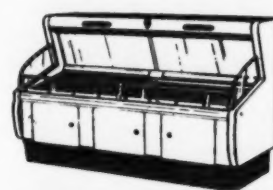
While the per-dozen price is actually the same as that charged for cartoned eggs, sales jumped 200% by the end of the first month, and now, at the end of six months, have settled around the 350% mark, Levitt said.



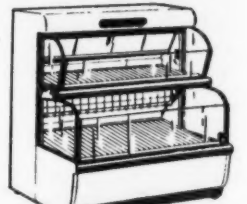
PRODU-CENTER
Non-refrigerated vegetable island.



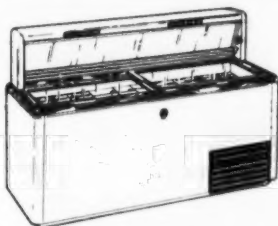
VEG-E-MASTER
Refrigerated and non-refrigerated produce cases.



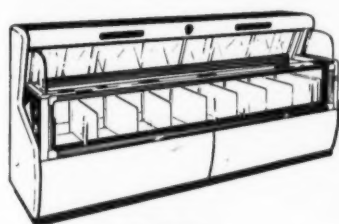
SUPER SERV-MASTER
Double-duty refrigerated and non-refrigerated produce cases. (Storage below.)



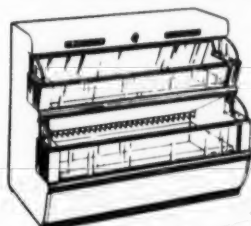
MULTI-SPECIAL
Mobile, two-deck dairy and delicatessen case.



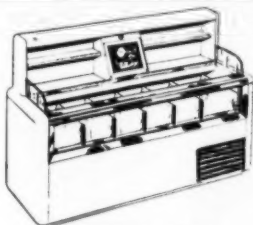
ROLL-A-DOOR
Ice cream and frozen food cabinet, with fog-free, feather-touch doors.



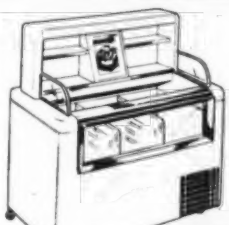
FROZEL
Frozen food and ice cream cabinet. (Remote.)



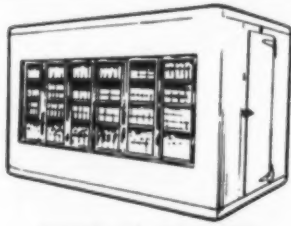
TWINDEX
The only double-deck frozen food case. (Remote.)



DISPLAY-RITE
Ice cream and frozen food case, with related-item superstructure. (Self-contained.)



SPOT-RITE
Mobile ice cream and frozen food case, with related-item superstructure. (Self-contained.)



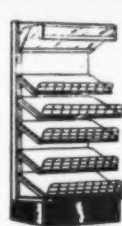
WALK-IN COOLERS
Sectional walk-in coolers, with or without reach-in front.



BAKERY CASES
Display cases and back bars. (Refrigerated and non-refrigerated.)



"SG" GONDOLAS
Single or double gondolas in 3-foot sections; easily adjustable shelves.



"SW" SHELVING
Sectional wall fixtures designed to merchandise all types of package goods.



Serpa Heads Weber Sales To Chain Stores In Midwest

LOS ANGELES—Alfred W. Serpa, central regional sales manager of Weber Showcase & Fixture Co. Inc., has been appointed zone manager in charge of national chain store sales for the midwest states, J. L. Kaufhold, Weber general sales manager has announced.

Serpa will make his headquarters in Chicago, and his new duties will take him throughout 12 midwestern states in his territory.

He brings to his assignment a broad background in the commercial refrigeration field.

Stokes Announces New Freeze-Drying Unit

PHILADELPHIA—A compact, factory-assembled freeze-drying unit, the Stokes Model 203F, has been announced by the F. J. Stokes Machine Co. here. It employs "Freon" refrigeration for drying guinea pig complement, cultures, serums, vitamins, and other biologicals.

Drying and freezing are accomplished in a tank beside the condensing chamber, on an electrically heated and thermostatically controlled drying shelf. Sight glass in lid permits inspection during freezing.

Batch capacity is 3,500 milliliters.

IT'S THE LAW

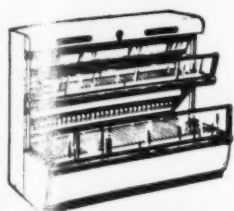
Fla. Court Clerk Can Use Excess Fees for Air Cooling

TALLAHASSEE, Fla. — Attorney General Richard W. Ervin has advised Volusia county Circuit Court Clerk Jess Mathas there is nothing in the laws of the state to prevent him from air conditioning his office. Mathas had asked if a county fee officer legally might purchase air conditioning out of excess fees.

"Air conditioning will undoubtedly add to the comfort and efficiency of the office and I believe the language of the law is sufficiently broad to permit its purchase," Ervin said.

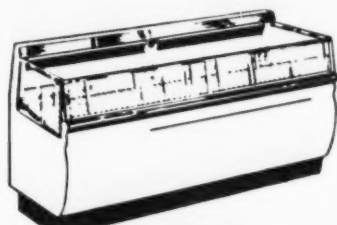


CHECK OUR WEIGHTS is the invitation that this supermarket gives its skeptical customers who fear that the weights of the self-serve packages may be short. The store also displays signs announcing that no charge is added to the pre-packaged items to cover cost of packaging.



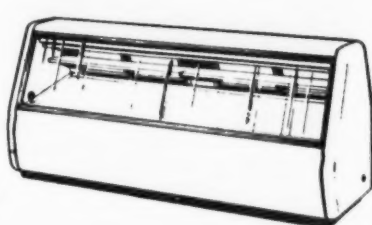
MULTI-DECK

Double-deck dairy, delicatessen and self-service meat case.



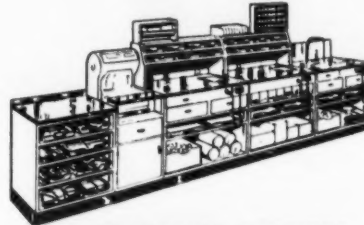
MEAT-MASTER

Rear or front loading self-service meat case.



DISPLAY MASTER

Service meat case.



PRE-PACKAGING FIXTURES

For meat, delicatessen, cheese, produce.

Scale Lets Customers Weigh Self-Serve Meats To Satisfy Skeptics

HUTCHINSON, Kans.—One means by which the supermarket operator can increase sales of pre-packaged self-service meat lies in setting up an educational program to "convince the diehards," according to Everett Snowbarger, manager of Dillon's Supermarket, on Main St. here.

Despite the fact that self-service meats have proven highly satisfactory since their introduction in the southern Kansas city, there are still customers who for some reason or another, do not like the system, Snowbarger has found.

Many such people miss the personal service of the butcher, fear that extra costs are hidden in meat purchases to pay for packaging, refrigeration, etc., or that weights are not what they should be.

To overcome such inherent resistance, Snowbarger has set up a large scale at the end of the self-service meat department, on a handy white table. Below the scale a sign is lettered "We invite you to check our weights!"

Any customer who fears that the weight marked on the package of meat purchased is not correct, may dispel her doubts by laying the package on the scale, and seeing that the weight tallies exactly, the Kansas retailer indicated.

To dispel the myth that pre-packaging adds costs to meats, small, neatly-printed signs are spaced along the 60-ft. self-service meat cases, which read "There is absolutely no charge for packaging materials used in pre-packaging your self-service meat item!"

At regular intervals along the meat counter Snowbarger has established "service stations" at which the shopper can summon a butcher, for special cuts.

Net result of this three-point educational program has been a considerable increase in pre-packaged, self-service meat sales, with approximately the same volume of customers, Snowbarger said.

SMALL TOWN PULL

Cooperative Advertising Draws Big Town Business

NEVADA, Iowa—A continuing advertising campaign that has run weekly for more than a year is being conducted cooperatively by Nevada merchants to attract more trade to their small town.

Instead of stressing bargain sales or other merchandising gimmicks in their weekly full page advertisement in the Nevada *Evening Journal*, they have stressed merchant reliability, wide stocks, low and fair prices, and ample parking space.

Results are claimed to have been very successful in winning trade from such large and close shopping centers as Des Moines and Ames.

Cost to the merchants has been \$2 per insertion.

Sunroc Gets Navy Order for 20 Electric Water Coolers

GLEN RIDDLE, Pa.—Sunroc Co., manufacturer of electric water coolers and purifiers, have been awarded a contract for 20 electric water coolers of various models for use in the rehabilitation of the Naval Training Center at Bainbridge, Md.

It is expected that at least a part of this order will be among the first coolers to be produced in Sunroc's new plant, now under construction at Glen Riddle.

**Only WEBER makes
such a complete line of
grocery store equipment**

*Certain choice territories are open
for reputable live-wire dealers.
Write for detailed information.*

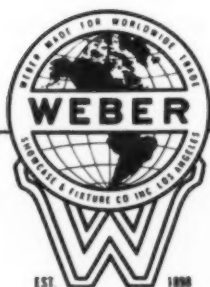


SODA FOUNTAINS

Economy and Premier Bobtails. (Self-contained and remote.)



**WEBER CHECK STANDS,
TURNSTILES AND RAILING**
Designed for fast check-out;
efficient traffic control.



WEBER

showcase & fixture co., inc., los angeles

distributor-dealers and branch
offices in all principal cities

INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)

when she walks down the street. Your brother-in-law Smedley dropped in, too. He was wearing that new brown suit you bought just before you left. Frances gave it to him, as she thought it would probably be out of style before you came back.

Several other couples came in and we killed two cases of beer. We all wanted to chip in for it, but Frances wouldn't let us. She had already bought the beer that day when she was down at Toby's.

One of the guys is going to buy your new set of golf clubs. He offered \$25.00 for them and is going to pick them up tomorrow.

Well, Frances was sure the life of the party! I thought she'd be a little shaken up after the car accident last week with the Chevy, but you'd never know she was in a head-on collision and smashed your car to bits. The other driver is still in the hospital and is threatening to sue.

Too bad Frances forgot to pay the insurance, but the funny thing, she's not a bit worried. We all admire her nonchalance, and especially her being willing to mortgage the house to pay the bill. Good thing you gave her power of attorney before you left.

To get back to the party. You should have seen Frances do an imitation of Gypsy Rose Lee! She's

really a good card!! Still full of pep and energy.

She was still going strong when we said goodnight to her and Claude! Guess you know Claude is now rooming at your house. It's nearer his work and he says he saves a lot on gas and lunches. He says Frances can cook bacon and eggs the best in the world and can really do things to a steak.

Nothing new with me except my wife got a raise—\$85.00 a week, so we're OK now with the \$60.00 I get at the office.

It's getting late now so I'd better stop. I can see across the lawn onto your porch. Frances and Claude are having a nightcap. He's wearing that smoking jacket you always wore so much.

Well, chum, I sure wish I could be over there with you. Give those Korean Commies HELL!!!!

Your Pal,
Max

Stories from Our Foreign Friends

Singha was in a terrible temper.

"I thought Somnath loved me," she stormed, "yet when I asked what he'd do if he had to choose between a hundred thousand rupees and me, he said he'd take the hundred thousand."

"That doesn't mean he doesn't love you," comforted her friend. "He knew that if he had a hundred thousand, getting you would be easy."

—Illustrated Weekly of India.

The Swiss high command has a simple plan to foil a surprise Russian attack. If and when the Bolsheviks

roar in, the entire national inventory of Swiss watches will be thrown out on their invasion route.

The Swiss figure that Russian soldiers will spend so much time fighting over the watches that the attack will be forgotten.

—Munchner Illustrierte (Germany).

Heart-Throb

H. C. L. Jackson, *Detroit News* columnist and author of that enjoyable Conjure House book, *Dogs, Cats, and People*, reports:

"When Norm was walking downtown, he noticed a small, muddy female dog slinking along the sidewalk, glancing nervously to right and left, her body heavy with approaching motherhood.

"So pathetic did she appear that Norm was speeding up a trifle to say a kind word or something when, abruptly, from between two parked cars, a large hoop flashed out and down.

"The hoop was the circumference of a net, and what Norm was watching were the city's dog-catchers in action.

"In the folds of the net, the little dog squirmed a couple of times, squatted down and whined. Norm drew nearer.

"From between the cars stepped two big men. They went over and bent down. Deftly, one of them lifted an edge of the net. The other one went to his knees and reached inside its circumference.

"He took hold of the little dog, gently, and one of his big hands began stroking the dirty head of that woeful little city waif.

"She stopped quivering, and, ten-

tatively, her stub of a tail beat on the walk.

"The man gently lifted her, and as gently carried her out to, and set her into, the waiting dog-wagon.

"The man locked the door, and turned away, and as he turned, he slowly, sadly, shook his head."

Out of Our Mailbag

7 Farrell's Place
Broadstone,
Dublin, Ireland

Editor:

As an old subscriber (since before George Taubeneck's "Around the World" series,) I must congratulate your company on the excellent production of the NEWS.

It has everything of interest to all in refrigeration. I am 21 years in the business and must say the NEWS is a great help.

I am enclosing a further two pounds on account, as I still find it hard to get dollars. We can only get them for 'essential commodities.'

If the NEWS is not an essential commodity, I don't know what is.

JOSEPH CROOKS

Copenhagen, Denmark
Finsensvej 39 F

Editor:

It's two o'clock in the morning. I'm in a hospital for observation (muscle pain) and for a couple of hours, in the quietness of the night, I've been reading two Conjure House books,

How To Read War News

From Skol, a University of Minnesota student publication:

The Cliche

... planned withdrawal to strengthen position ...
... fleeing in confusion ...
... rallying in thousands to their country's defense ...
... in this hour of crisis, it would be folly to change horses ...
... in this hour of crisis we must remove the bumbling, inept ...
... interrogated the prisoners ...
... tortured the helpless captives ...
... forced by inclement weather to find a secondary target ...
... bursting close alongside, probably doing as much damage as a direct hit or even more ...
... exploding far astern, doing little or no damage ...
... courageous charge in the face of bitter enemy resistance ...
... suicide attacks by crazed Oriental fanatics ...
... spokesman described the results as "satisfactory" and said that ...
... captured two major railheads in a lightning assault ...
... withdrew from two minor villages in order to ...

The Translation

We're running
They're running
R.O.T.C. members up in winter quarters
Election year (Democrats)
Election year (GOP)
U. S. Intelligence blacks an eye
Enemy Intelligence does, too
They chased us off and we bombed the ocean again
We missed
They missed
We're advancing
They're advancing
We missed again
We took two towns
They took them back

NEW REFRIGERATION EQUIPMENT

(STAINLESS STEEL & ENAMELED)

AUCTION SALE

ORDERED SOLD AT AUCTION BY ATTORNEY

- NEW—57 double-duty display cases
SIZES: 4'-6"-8'-10'-12'-14'
- NEW—23 walk-in boxes—every size
- NEW—22 compressor units—complete
- NEW—105 beam scales
- NEW—11 four-door dairy cases
- PLUS—miscellaneous cases, and compressor units, etc.

SALE: WED., August 1st 10 A.M.—rain or shine
ON THE PREMISES: factory warehouse 3231 N. Lee St.,
(nr. Front & Allegheny Ave., Phila.)
INSPECTION: Mon., July 30, & Tues., July 31, 1-5 P.M.

FOR DESCRIPTIVE LITERATURE AND INFORMATION, CONTACT:

RAYMOND A.
McPHERSON
INCORPORATED

313 N. 16th ST.

PHILA. 2, PA.

IT'S MUCH EASIER BENDING

DRYSEAL

REFRIGERATION TUBE

● There's no need to pull and haul when you work with dead-soft Dryseal. It is bent with the hands with little effort. It is this soft temper and its ductility that make it easy to flare for compression fittings without splitting.

Another very important feature of Dryseal is the double-crimp seal at each end of the tube. This is done in the manufacturing and keeps dirt and

moisture from entering the tube. The seal is made in such a way as not to change the diameter of the tube so that it can pass through any opening large enough for the tube itself.

And, for your greater convenience we have just recently brought out Dryseal in a nifty-50 one-coil carton. This carton, which has been attractively designed for easy identification in stock, contains one 50-foot coil of Dryseal... is easier to handle, light weight, economical.

REVERE 150TH YEAR OF SERVICE TO AMERICA
COPPER AND BRASS INCORPORATED
Founded by Paul Revere in 1801
230 Park Avenue, New York 17, N. Y.

Mills: Baltimore, Md.; Chicago and Clinton, Ill.; Detroit, Mich.; Los Angeles and Riverside, Calif.; New Bedford, Mass.; Rome, N. Y.
Sales Offices in Principal Cities, Distributors Everywhere.

SEE "MEET THE PRESS" ON NBC TELEVISION EVERY SUNDAY

NOW in the
NIFTY-50
one-coil
carton!



Servicing Hermetics In the Field

This is another in the new series of articles written to show the average serviceman how to service hermetic units in the field. Men those who have been working on hermetics for some time will find basic and practical information in these articles that will prove extremely helpful.

Instruments & Tools Aid In Repairing Hermetics-1

By Arne Perttola, Owner and Manager
Brighton Hermetic Service, Detroit

The serviceman who works on hermetics would do well to equip himself with certain special tools and instruments, for to some degree this is a somewhat specialized field of refrigeration. Without the proper tools and instruments it will be difficult to check and repair units properly in the field.

An ingenious serviceman, like any good mechanic, may be able to do a satisfactory repair job without having the exact tool required for the job. However, it will probably take him considerably longer and the results may not be 100% satisfactory. So in order to do a good job in as short a time as possible, he ought to have the proper equipment with him.

In addition to the usual assortment of tools that will be found in the average serviceman's tool kit, the man who's working on hermetics in the field ought to have the following:

1. A combination volt-amp-wattmeter.
2. A capacitor selector.
3. An ohmmeter.
4. A test cord.
5. Remote reading dial thermometer.
6. Hermetic adapter set (with two bodies).
7. Charging hose in short lengths.
8. A watch with a sweep second hand.
9. A set of gauges.

There are probably other instruments and special tools that the individual serviceman will find useful under certain circumstances, but those listed above should be sufficient for most jobs encountered by the average serviceman.



Fig. 15—Combination volt-amp-wattmeter is small and portable and can be extremely helpful in checking hermetic units.

One of the best electrical testing instruments that the hermetic serviceman can have is the combination volt-amp-wattmeter (See Fig. 15). This is a compact testing meter with a single dial scale that shows not only volts but amperes and watts as well. The serviceman should have a voltmeter, ammeter, and wattmeter, anyway, so this combination instrument provides a very compact arrangement which is quite useful in

checking hermetics in the field.

Usual arrangement of such instruments provides a male plug to be put in the power source. Then the cord from the refrigerator is plugged into the instrument. Some models of this instrument use a special male-female plug. With the latter the plug goes into the wall receptacle while the cord from the refrigerator fits into the back of the plug.

Other end of the cord supplied with the instrument has connectors or jacks for connecting with the test instrument itself.

Normally, the instrument shows the line voltage. By pressing one button or switch the dial gives the reading in amperes. Pressing the other button on the instrument will show the wattage.

A condition of low voltage will be shown by this test equipment. As previously explained in this series, low voltage can be the cause of service complaints on hermetic units. Also, a condition of low voltage will result in a high ampere rating. This may confuse the serviceman since a high ampere draw may indicate a faulty unit.

(It was explained in an earlier instalment that excessive ampere draw, that is, considerably more than that stamped on the nameplate, may indicate an overload or a defective compressor.)

The wattmeter provided in the combination instrument permits a positive check to be made to determine the exact trouble. The nameplates of some refrigerators have the wattage of the unit stamped on them. Many models do not, however, but this information can be obtained from specifications sheets or the manufacturers. As a matter of fact, anyone servicing refrigerators should obtain all possible design and service data from the manufacturers before he starts servicing units.

If the wattage shown on the test meter is close to the rated wattage of the unit, the system is probably okay. There is some leeway permitted, however, between wattage specified and that shown on the meter. This is particularly likely to occur, for example, when the unit is starting up cold.

Once the serviceman gets accustomed to checking a unit with the wattmeter he won't have any difficulty in using it and in correctly diagnosing problems on the basis of the readings shown by the meter.

The wattmeter, incidentally, is also useful in checking condenser fan motors. Almost all fan motors have their wattage shown on the nameplate, so by using the wattmeter the serviceman readily determines whether the fan motor is drawing too much current. If it's drawing too much current, the fan motor can cause the relay to trip out. The inexperienced serviceman might assume something was wrong with the hermetic unit itself, but checking the wattage of the fan motor would indicate the true cause of the trouble.

(The other instruments and tools listed as being extremely helpful for hermetic servicing will be more fully discussed in next week's instalment of this series.)

Deepfreeze Offers To Help Distributors Select, Train Home Economists

NORTH CHICAGO—Deepfreeze is offering help to major appliance distributors in the selection and training of home economists to conduct cooking and freezer classes, according to Rhea V. Shields, director of home economics for the Deepfreeze appliance division of Motor Products Corp.

The company will give distributors in any part of the country live leads on competent home economists who are available, she said. Once the specialist is engaged, Deepfreeze offers a tuition-free training course in the Deepfreeze Pantry at North Chicago.

Workshops and training classes are in practically continuous session, Miss Shields said. They are arranged upon request from distributors and are scheduled to meet their requirements.

"Now that we're back to two-fisted selling, the value of the home economist is becoming more apparent every day," Miss Shields observed. "Dealers are interested in selling merchandise and home economics activities definitely do help to move goods. Cooking and freezer schools attract additional prospects to dealers' stores and step up sales."

El Paso Adopts 7-Point Code To Stop Malpractice In Evap Cooling Trade

EL PASO, Tex.—Designed to prevent abuses in the evaporative air cooling business here, a seven-point code of practices has been adopted by the El Paso Air Cooling & Gas Heating Dealers Association.

The code prohibits price gouging, the sale of undersized equipment as much as possible, and hasty and shoddy installation and service work. It calls for the sale of standard brand equipment, the use of modern, efficient installation methods, speedy response to customer calls for service, and the employment only of licensed mechanics who meet local standards and ordinances.

Jay Turner, president of the association, said a grievance committee will look into all complaints and action will be taken against any member guilty of violating the code.

Members of the group, in addition to Turner, are James V. Lawless, Wiggs Appliance Co., D. Browning, Duncan & Dupuy, Darr & Messing, Peeler-Hansen-Wilson Co., Sears Roebuck & Co., Maytag El Paso Co., George W. Perry, H. Welsch Co., R. C. Schwarze, Southwestern Sheet Metal Co., and Case Industrial Service.

Hill Refrigeration Service Opens

CHATTANOOGA, Tenn.—Hill Refrigeration Service, a new enterprise here, recently opened at 1707 Dodson Ave.

Safeway Gets Go-Ahead On Self-Service Fixtures

OMAHA, Neb.—NPA restrictions on materials will not prevent Safeway Stores, Inc. from installing refrigerated self-service vending fixtures in 12 supermarkets in the Omaha area, it is reported by Marvin K. Hicks, district manager, United States Department of Commerce.

The Omaha district office has received applications to commence construction and installation in the amount of \$1,438,493, and 12 of the approved applications for \$401,159 were granted to Safeway for alterations and installation of refrigerated fixtures in supermarkets now operated by them.

Reason for the go-ahead signal was that fixtures and equipment involved in the transaction were fabricated prior to the date of construction Order M-4, Hicks explained.

Alpha Electric Personnel Changes

DETROIT—John Bell, formerly service manager, has been named general manager of Alpha Electric Refrigeration Co. here, announces Charles Earl, head of the firm which does contract warranty service as well as general household and commercial service in addition to producing a line of industrial low temperature cabinets.

Edwin S. Cape succeeds Bell as service manager, and Vern Scott, formerly assistant service manager, has been named national service manager for low-temp division.

KEEP REFRIGERANTS

dry and clean

WITH

MUELLER BRASS CO.

DELUXE DRIERS

Extra-capacity cone-screen filter unequalled for efficiency in the refrigeration industry.

The millions of Mueller Brass Co. Deluxe Driers that are now in service provide the kind of proof you want—proof that no other drier can approach for all-around efficiency on-the-job, and for good reason. The Mueller Brass Co. Deluxe Drier is a typical example of the dependability and quality that Mueller laboratory and development engineers have made available in so much refrigeration equipment. The famous cone screen filter greatly increases the Deluxe Driers' working life. The filter strainer unit of the Deluxe Drier removes every minute particle of foreign matter from the line—keeping the refrigerant completely clean as well as dry.

Order now from your refrigeration wholesaler.

Have these STREAMLINE products on hand for every job where you want dependable performance.

ROUGH COPPER FITTINGS

FLARE FITTINGS

LIQUID INDICATORS

VALVES

STREAMLINE refrigeration products are individual and multiple packaged for complete protection.

Write for catalog R-151 describing complete line of STREAMLINE refrigeration products.

MUELLER BRASS CO. PORT HURON 10, MICHIGAN



International acceptance!

Thousands of ACE low temp cabinets in use throughout the world

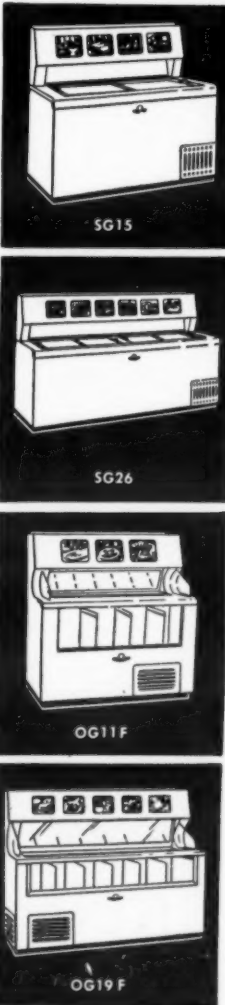
WORLD-WIDE acceptance of ACE equipment was not accomplished overnight. This took years. We built our cabinets with the full confidence that they would do the selling job for you. The name "ACE", is a respected brand, internationally recognized as THE cabinet that represents all 6 vital factors that make for a perfect unit . . . 1—design, 2—styling, 3—engineering, 4—construction, 5—performance, 6—price.

Literature of the complete ACE line is available on request.

Ace Cabinet Corp.
New Bedford, Mass.

Please address all inquiries to: Exec. Sales Office:
1457 Broadway • New York 18, N. Y.
Export Dept.: 39 Broadway, New York 6, N. Y.

Manufacturers of Frozen Food Display Cabinets, Ice Cream Dispensing Cabinets, Farm Freezers and Bobtails.



for all tubing or pipe

Handy Tube Bender

Sizes To Bend
3/8" O.D. to
1 1/2" O.D.NO KINKS
OR FLATSPORTABLE
AT LEADING SUPPLY HOUSESHOLSCLAW BROS., INC.
438 WILLOW RD. EVANSVILLE, IND.By eliminating losses
from leaking
liquid indicators
Leak-proof**E-Z-SEE****pulls up
greater
profits**NOW!
Sizes
3/8" thru
1 1/2" O.D.S.

(1) E-Z to see thru—both sides of the body are open to let in light. (2) Positively leakproof—can't leak, springs automatically maintain the right force to form a positive seal. (3) Perfectly Safe, glass protected for pressures up to 500 psi. AT LEADING WHOLESALEERS EVERYWHERE. Literature and prices on request.

REMCO INCORPORATED
ZELIENOPLE, PA.**Redmond
MICROMOTORS**

Prompt shipment!

74 different models in stock

FACTORY DISTRIBUTORS

CYCLO-FREEZ CORP.
2120 S. Lyndale, Dept. A, Mpls. 5, Minn.**Curtis**
REFRIGERATION
AIR CONDITIONING
COMMERCIALPackaged Air
Conditioning Units
2 to 15 TonsCondensing Units
1/4 hp. to 40 hp.Curtis Refrigerating Machine Division
of Curtis Manufacturing Company
1912 Kienlen Ave. St. Louis 20, Mo.

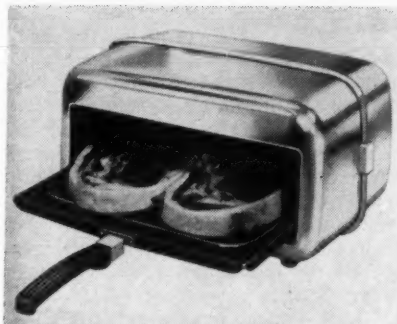
Established 1854

**MR. DISTRIBUTOR
DEALER**

Farm and home freezers, commercial display cabinets, dairy cases, bottle coolers, walk-in coolers

Profit by selling the
American "Aristocrat" line**AMERICAN REFRIGERATION
CORPORATION**1025 E. Excelsior Avenue
Hopkins, Minnesota**What's New**

When requesting further information on new products, please use "Information Center" form.

International Introduces 2 Infrared Table Broilers

KEY NO. A-750

NEW YORK CITY—Two infrared table broilers—one a top opening model and the other a side opening unit—have been introduced by the International Appliance Corp. here under the trade name "Broilking."

The top opening model, called the Aristocrat No. 450, is designed to meet all the broiling requirements of the average family. It is claimed to hold eight chops, three ham steaks, 12 hamburgers, or a 4-5 lb. steak.

It measures 16 1/2 in. long, 12 1/2 in. deep, and 8 in. high. Broiling area is 125 sq. in. With a heavy gauge steel body, triple chrome plated, the unit is equipped with heatproof black bakelite handles and legs.

Louvers in the cover provide ventilation and air circulation which prevents steam from "stewing" the meat.

The heating element has a high nichrome content, and is encased in black, glazed, chip-proof, stainless refractory plate, easily removed for cleaning.

The cord and plug set is reversible for high and low heat. High heat is rated at 1,000 watts, and low heat at 450 watts, 110-120 volts a.c. or d.c.

The Aristocrat is equipped with a steel wire grill adjustable to two



heights and a removable gravy pan of porcelain enamel. It is said to be approved by Underwriters Laboratories and certified by Electrical Testing Laboratories.

Units are packed individually weighing 14 lbs. A standard package contains three units weighing 44 lbs.

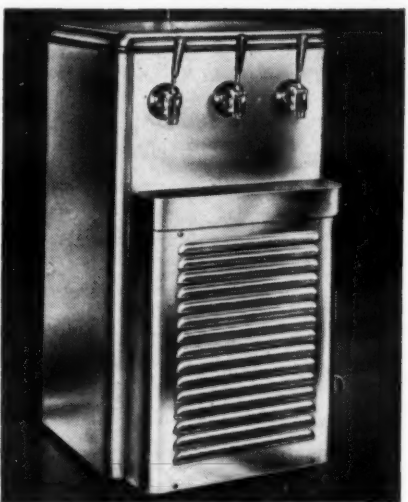
The side opening broiler is called the Citation No. 800. It is rated as a high speed broiler with a 1400 watt element, operating on 115 volts a.c. or d.c.

Dimensions of the Citation are 16 in. long, 10 in. wide, and 8 in. high. Broiling area is 116 sq. in.

Its construction is the same as the Aristocrat. It is equipped with a porcelain enamel tray and trivets with removable handle. Side walls are also removable for cleaning, as is the broiler element.

The Citation is packed individually and weighs 17 1/2 lbs. A standard package of three units weighs 55 lbs.

Both broilers are guaranteed for one year against mechanical and electrical defects (except cord and plug).

3-Drink Beverage Dispenser Shown by Dalkin Co.

KEY NO. A-751

CHICAGO—Three-drink beverage dispenser which meters carbonated and sweet water drinks is being marketed by A. Dalkin Co. here under the "Adco" trade name.

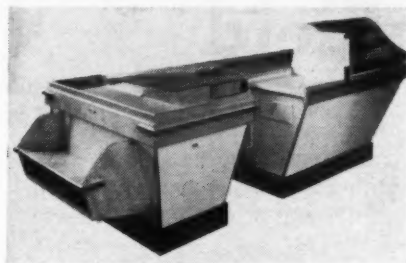
Dispenser is self-contained and

powered by a 1/2-hp. hermetic unit. Model 1200 is water cooled, model 1000 air cooled. Two of the dispensing valves handle carbonated beverages, the other sweet water. All three valves are force type and can be mechanically adjusted for 6, 7, 8, or 9-oz. capacity drinks.

First drink drawn, the company claims, is always cold. Model 1200 serves from 400 to 600 drinks per hour, depending on operating conditions, while model 1000 has a capacity of 250 to 400 drinks an hour. It operates under a CO₂ pressure of 60 p.s.i.

Extensive use of stainless steel is made in design of the unit, including facing panels, splash plate, and syrup cans. Latter are refrigerated which keeps bacteria count low and avoids putting warm syrup into the drink, the manufacturer further points out.

Dimensions of the dispenser are 45 1/2 in. high, 25 in. wide, and 23 in. deep. Because of its low height, top of the dispenser can be used for a serving deck if desired.

**Mechanical Checkstand Has
60 f.p.m. Conveyor System**

KEY NO. A-752

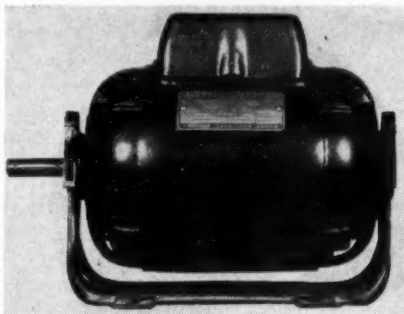
HAZEL PARK, Mich.—Improved model of its mechanical checkstand for supermarkets has been introduced by Jentzen-Miller Co., located here.

A steel Wickwire-Spencer conveyor traveling at a speed of 60 f.p.m. is employed to carry the items first to the cashier and then to the packing and bagging area beyond. A "check plate" above the belt guides all items to the cashier and insures that none gets past, the company states.

Conveyor is driven by a 1/4-hp. motor and controlled by a hip switch located in the cashier's well.

Over-all dimensions of the checkstand are 48 in. by 120 in. by 32 1/2 in. high, making it possible to bring the checkstand through a 33-in. door opening by turning it on its side. Base of the stand is flared in to protect it from buggies.

Candy and cigarette rack is provided, along with register stand and guard, inside bagging well, plus outside bag rack and packing ledge. Flat merchandising may be had in place of the candy rack if it is desired.

**G-E Tri-Clad Motor Line
Built for Quiet Operation**

KEY NO. A-753

SCHENECTADY, N. Y.—General Electric's Tri-Clad line of single-phase, capacitor, induction motors is now being offered with a resilient-base construction, it was announced recently by the company's small and medium motor divisions.

For use where freedom from vibration and extra-quiet operation are required, the construction is available on motors rated from 1/2 to 5 hp.

According to G-E engineers, all single-phase motors have some torque pulsation, but the resilient base isolates this vibration so that it is not transmitted to the driven machine.

Dynamically balanced for smooth operation, the Tri-Clad motor offers triple protection against physical damage, electrical breakdown, and operating wear and tear. Of cast iron construction, it features a

totally-enclosed built-in transfer switch to keep foreign matter from the contacts, and a centrifugal mechanism which is designed for long life.

Being a capacitor motor, it has no brushes or commutators to interfere with radio or television reception.

The motor is equipped with lubricated ball bearings which will run for years without attention. However, readily accessible grease fittings make relubrication easy when it does become necessary.

Except for the 5-hp. size, which uses 230 volts only, the new motors operate on 115/230-volt, 60-cycle power supply. Automatic-reset thermal protective devices are available for use with the 1 and 5 hp., 1,800-r.p.m. models.

**Metal Nameplates Identify
Dealers' Own Equipment****JAMES** REFRIGERATION CO.
MASON CITY, IOWA

KEY NO. A-754

MASON CITY, Iowa—Metal nameplates a dealer can use to identify the equipment he sells and services are being designed and manufactured by Metalcraft, Inc. here.

Called "Autographs," the plates are individually designed for each dealer. The insignia is lithographed in red and black ink on chrome plated metal.

The plates are adhesive-backed so they can be permanently mounted on any grease-free surface, flat or curved, in a few seconds.

Autographs are made in two sizes and are sold in quantities of 100 or more. The sizes are 2 1/2 by 3 1/2 in. and 1 1/2 by 2 1/2 in. Samples and prices may be obtained by writing the company.

**Tennessee Stove Works
Shows New Electric Range**

KEY NO. A-755

CHATTANOOGA, Tenn.—Tennessee Stove Works is introducing its new "Modern Maid" model 511 electric range, to be supplied in either divided or cluster top.

Features include Chromolox seven-speed units, heat control with automatic pre-heat, and two large storage drawers.

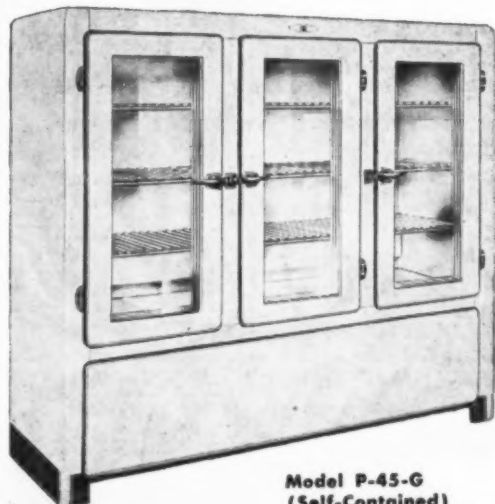
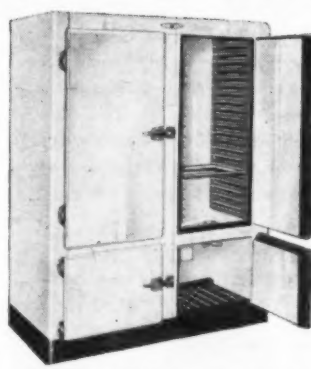
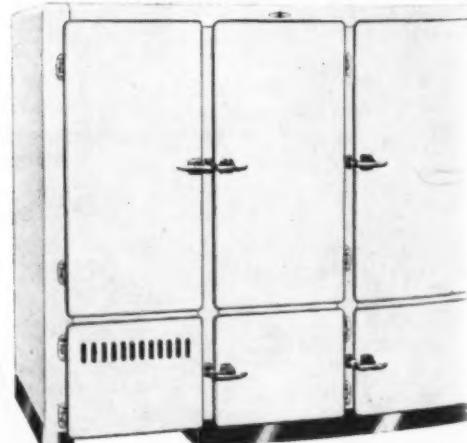
The model 511 will have a suggested retail price of \$199.50, the manufacturer states.

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What's New (Cont.)

Bonney Forge Introduces Line of Power Sockets

—KEY NO. A-756—

ALBANY, Pa.—A complete line of power sockets has been added to its tool line by Bonney Forge & Tool Works here.



The precision broached sockets are available in regular length with double square sockets for 1/2-in. drive.

To meet "all-purpose" requirements where bolts run longer than the normal length of the nut, single hexagon, bolt clearance length power sockets are available in 1/2-in. and 3/4-in. square drives.

The sockets are made from selected alloy and especially heat treated to withstand rugged use. They are available through all Bonney distributors.

Schaefer Open Top Case Holds 600 Pint Packages



—KEY NO. A-757—

MINNEAPOLIS—An open top ice cream merchandising cabinet that will store 600 pint packages in a

floor area of only 51 1/2 in. by 30 3/4 in. has been announced by Schaefer, Inc. here.

Called the model O-12, the merchandiser has coil-refrigerated compartment partitions, extra coiling around the evaporator tank with coils in the top. This method is claimed to assure maximum speed of heat transfer and that the ice cream will be kept in hard saleable condition even at the top of the dividers.

Catalog form 188 describing the cabinet in detail is available.



Plastic Manometer Can Be Rolled to Pocket Size

—KEY NO. A-758—

CHICAGO—Made of durable vinyl-plastic, a new manometer introduced by the F. W. Dwyer Mfg. Co. here is claimed to be so flexible it can be rolled up and put in a pocket.

It can be rolled, twisted, or bent into any shape and still it will return to its proper shape, the manufacturer claims. A full length, easily read, and accurate U tube is provided.

Plastic scale of the instrument is held firmly between the tubes and is adjustable. The manometer can be used with water or mercury. Because of its extreme flexibility, the instrument is ideal for use in the field, the manufacturer states.

Current Literature Available

To obtain further information on the literature listed below, please refer to key number preceding listing. Please use the "Information Center" form on "What's New" page.

Youngstown Counter Easel 'Demonstrates' Dishwasher

—KEY NO. M-750—

WARREN, Ohio—A complete demonstration of the Youngstown "jet tower" automatic dishwasher is presented in a new counter easel for dealers prepared by the Youngstown Kitchens division of the Mullins Mfg. Corp. here.

The easel shows how dishes can be racked in the basket, how pots and pans can be placed to get full washing action, how washing action is achieved, and how to use detergents. It also gives construction facts, hints on installation, exclusive features of the unit, and four color pictures of how it looks installed in a modern kitchen.

New Everfrost Literature Points Out Improvements

—KEY NO. M-751—

LOS ANGELES—New literature pointing out several improvements in fountain design and construction and describing the Everfrost line of

bobtails and creamer units has just been published by Anderson & Wagner, Inc., here.

The new all-steel equipment uses New York style all stainless steel syrup pumps and crushed fruit jars.

The fountain interiors incorporate the patented Everfrost Carbonator, which produces cold carbonated water that contains a high volume of CO₂ gas.

The new literature is now in the hands of all Everfrost distributors.

Folder Gives Little Known Facts on Dehumidification

—KEY NO. M-752—

JAMAICA, N. Y.—Some new information on the subject of dehumidification that is not generally available is included in a new bulletin entitled "A Few Facts About Dehumidification for Industry," according to Abbeon Supply Co. here which issued the folder.

A few of the subjects covered in the four-page piece are:

- (1) What is meant by relative humidity and how is it computed?
- (2) What are the signs and re-

sults of too much humidity?

(3) How to remove moisture from the air (different methods).

(4) Table of recommended humidities in various industries.

The bulletin, which is available without charge, also contains specifications and description of the company's dehumidification equipment.

Manual, Worksheet Covers Perimeter Radiant Heating

—KEY NO. M-753—

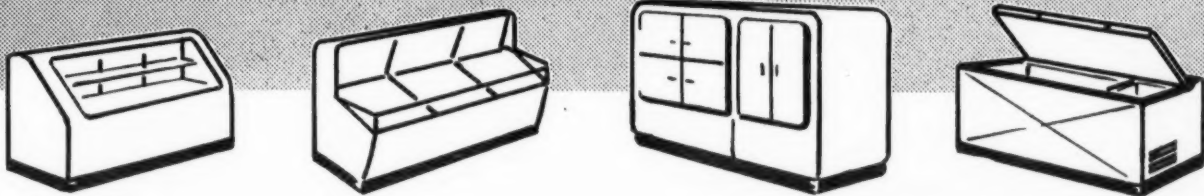
BUFFALO—A condensed manual and worksheet and a photographic story on perimeter radiant warm air heating has been published by the Mor-Sun Furnace division of Morrison Steel Products, Inc., here.

The condensed manual and worksheet (Bulletin 51-7-A) contains suggested design procedure and construction details for radiant warm air heat—perimeter or spider systems—for single story slab-on-ground houses of not more than 60,000 B.t.u. heat loss.

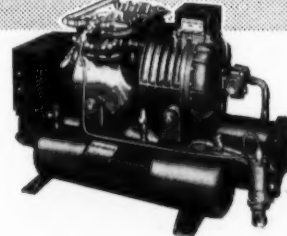
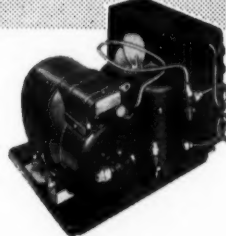
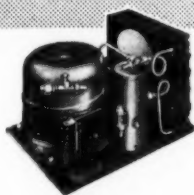
It contains typical heating system layouts, charts for measuring heat loss, warm air register sizing, return air branch and intake sizing, floor edge loss factor, register delivery in B.t.u. per hour, return air sizing table for room grilles and connecting duct, floor plans, return air plenum construction, furnace installation, engineering furnace data, slab construction, site, underslab preparation, insulation, installing slab ductwork, installing furnace and controls, and balancing registers.

This manual worksheet is available to the trade in quantity lots.

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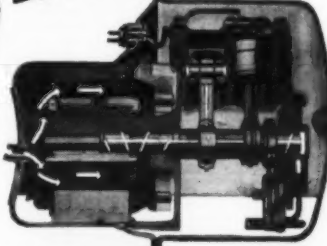


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Information Center

For more information on What's New products, current literature and catalogs available, equipment advertised in AIR CONDITIONING & REFRIGERATION NEWS use Key Numbers where designated or specify products advertised and we'll see that you receive this information promptly.

What's New or Current Literature Available

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Key No.	Key No.
Key No.	Key No.
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Refrigeration Problems and their Solution

by Paul Reed

For Service and Installation Engineers



Paul Reed

Question & Answer On Carbon Tet Inside the System

QUESTION:

I should like to get your advice about using carbon tetrachloride to clean the inside of a system that has been flooded with water from a frozen condenser that broke and flooded the entire system. The system consists of a 5-hp. condensing unit and a blower-type low side in a room held at -10° F. to freeze fish. The refrigerant is "Freon-12."

I have been told that to clean out the system, and at the same time take out the water, I should fill a 2-in. pipe, 3 ft. long with carbon tetrachloride, connect it to the inlet of the blower-coil, and blow it through the coil with a 100-lb. pressure of CO₂ and then to repeat this.

Then blow CO₂ through awhile,

build up a pressure, and test for leaks. After this, pull a 29-in. vacuum for 24 to 36 hours with a room temperature of 85° F. When this vacuum is completed, to equalize the pressure with "Freon," put on a large drier vertically in the liquid line and again pump a 29-in. vacuum.

I wish to know if this is the correct way to clean and dry this system, and will appreciate your help.

ANSWER:

From your letter, it appears that no steps have been taken to put this system back into operation, and that it is now standing with a great deal of water throughout the system, but little or no "Freon-12." Presumably, the condenser has been repaired or a new one has been obtained.

As to carbon tetrachloride: It is not suitable to use on this job, for two reasons.

1. Carbon tet is quite toxic, as covered in the article in Refrigeration Problems in the April 17, 1950, issue of AIR CONDITIONING & REFRIGERATION NEWS. (And as again covered in last week's issue.) To wash out this 5-hp. system, would mean quite a little carbon tet being blown into the air.

You and the other men on the job could be seriously injured from breathing that much carbon tet. Quite possibly, you might not be affected at the time, and it might be a couple of days before its effects made themselves felt.

In a recent case, a man breathed comparatively small amounts of carbon tet fumes over a period of a week or two, without noticing any effects. Suddenly, two days after his last exposure to carbon tet, he became deathly sick. He was taken to the hospital where he was in very serious condition for several days. It is doubtful if he will even completely recover from the permanent damage inflicted by the carbon tet.

Anything that is as dangerous as that, should be used only in very small quantities, and then only in well-ventilated rooms or outdoors.

CARBON TET PROMOTES COPPER PLATING

2. Carbon tet is not suitable for use inside a system, especially a wet system like the one you describe. Carbon tet absorbs water very readily it is true, but in doing so, it forms hydrochloric (also called muriatic) acid. This acid attacks copper very actively and leaves a grayish, scale-like powder that is picked up by the "Freon-12" and oil. It may contribute to the formation of sludges, but it is certain that it very actively promotes copper plating.

A few years ago a small manufacturer of self-contained air conditioning systems from 10 to 25 tons, started to make his own evaporators, whereas before he had been buying them from a coil manufacturer. The coil was of copper tube with aluminum fins.

At this time he suddenly ran into copper plating in the compressor, that showed up enough to cause leaky shaft seals and discharge valves on the test line, before the systems were completed and shipped. The manufacturer of the condensing units that he used, and which were at first blamed, sent a representative who soon traced the trouble to carbon tet.

After the air conditioner manufacturer completed the evaporator coil, and in order to be sure that it was free of soldering flux or other foreign materials inside the tubing, he was washing the coils out with carbon tet. The condensing unit representative had had some similar previous experience and quickly located the trouble. The carbon tet was replaced by Stoddard Solvent and the copper plating trouble ceased at once.

CLEANING THE COMPRESSOR

In the first place, the compressor is probably showing a very considerable amount of corrosion due to the presence of so much water. The compressor should be at least partially disassembled, and gone over carefully; the valves replaced; the valve plates and seal relapped; bearings examined; and shaft, pistons and cylinders lightly sanded with fine sandpaper (about No. 320) to remove any rust or other loose material.

After the compressor is re-assembled, it should be refilled with new oil. Considering that the evaporator on this installation is probably held at about -20° to -25° F., the oil chosen should be a very pale, highly refined, dewaxed oil, having a waxfree test down to not above -25° F.

Using a highly refined, wax-free oil is advisable on about any commercial application, but especially if the evaporator is carried at zero or below.

WASHING OUT THE EXPANSION VALVE

The rest of the system—the expansion valve, the refrigerant lines, the blower coil, and perhaps the condenser, have a lot of water in them. The following is a good way to clean and dry them.

Remove the expansion valve and fill it with methyl alcohol, cap it, shake it, and let it stand awhile. Later empty the alcohol, refill and repeat. Blow out the valve well, using CO₂ with the regulator or the CO₂ cylinder set at about 40 or 50 p.s.i.

FLUSHING AND DRYING THE LINES AND COILS

Next, blow the lines and coils out with CO₂, or even better, dry nitrogen, which may be obtained in cylinders, much the same as CO₂. Nitrogen is inexpensive and is even better than CO₂, as nitrogen has an affinity for moisture and helps dry the system, but leaves no bad effects.

If there are any oil separators,

accumulators, or other traps that may contain a great deal of water or wet oil or refrigerant; remove those parts, empty and blow them out, and dry them separately, preferably in an oven, for they are difficult to blow out.

Then blow out the lines and coils with CO₂ or nitrogen. This will remove the greater part of the water and wet refrigerant and oil. However, it will not remove the water and wet refrigerant and wet oil clinging to the inside surfaces of the lines and coils.

It would then be helpful to flush the lines and coil out. Use methyl alcohol (also called methanol) which absorbs water readily, but does not form harmful acids as carbon tet does.

It is not advisable to breathe too much of it; moreover, it is flammable. In the interest of safety, run a purge line from the suction line at the compressor to the outside. Then by connecting the liquid line directly to the blower coil, you can pour methyl alcohol into the liquid line and blow it through the liquid line, blower coil, and suction line to the outside, by connecting the CO₂ or nitrogen cylinder to the liquid line.

Use plenty of alcohol; at least a quart or two. Blow it slowly at first with just a few pounds pressure, so as to give it a chance to mix well with the oil and refrigerant. Finally give it a hard blow, with from 100 to 200 lbs. pressure, until there seems to be no more wet vapor coming from the purge line.

This should clean the lines and coil pretty well, and it should remove most of the water, oil, and refrigerant. But there is still a film of alcohol, moisture, oil, and some "Freon" on the inner walls. This will have to be evaporated into a vapor to get it out.

DRYING BY DOUBLE EVACUATION

Flush and blow out the condenser and receiver in the same manner. Reassemble the entire system and pump a vacuum on it. It will pay you to use a good vacuum pump, so that you can draw at least a 29-in. vacuum. It is not advisable to use the refrigerating compressor to pump the vacuum with, for that pulls all the moisture and everything else through the compressor.

A good vacuum pump can draw almost a perfect vacuum, that is, down to below 29½ in. In a 90° F. room, the vacuum gauge will hang at about 28½ in. for quite awhile, for 28½ in. of vacuum is the pressure corresponding to boiling temperature of water at about 90° F. It may take several hours to get a 29-in. vacuum, but when you do, let the vacuum pump run for another hour or so.

Then stop the vacuum pump and break the vacuum to at least zero gauge, with nitrogen. You can use "Freon-12," but nitrogen is better, and much less expensive. CO₂ can be used, or even warm dry air. Now is a good time to test for leaks. You can build up the CO₂ pressure to 100 lbs. and test with soap and water or you can put in enough "Freon-12" to bring the pressure up to zero gauge and build it up to 100 p.s.i.g. with nitrogen or CO₂, and test with a halide torch.

After you are sure of no leaks, again start the vacuum pump and pump the vacuum down to 29 in. at least. You are then ready to release the new charge of "Freon-12" into the system.

This is called the "Double Dehydration Method," or the "Double Evacuation Method." For further information on this and other drying methods, see the series "Mixing Water Vapor and 'Freon-12' Vapors" and "Drying Refrigerating Equipment" in the Dec. 18, 1950 to Feb. 26,

1951 issues in the column Refrigeration Problems of AIR CONDITIONING & REFRIGERATION NEWS.

This method will dry the system down to far below a -25° F. dew point, which is about what you will require with a -25° F. evaporator in order to avoid freeze-up trouble at the expansion valve. However, new "Freon-12" itself is only dry to about a zero dewpoint, so you should put on a generous sized drier, to remove the excess moisture from the new charge of "Freon-12."

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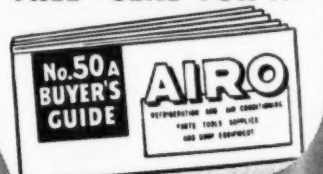
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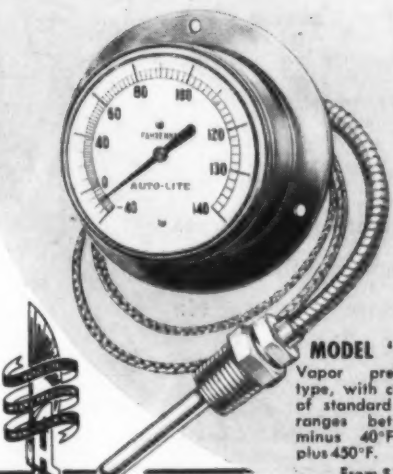
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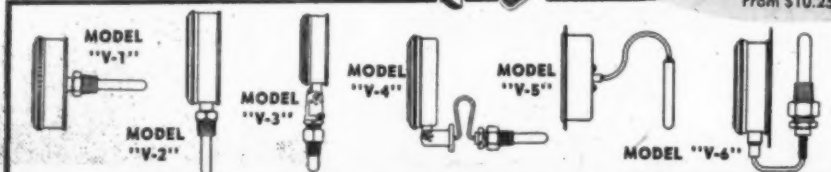
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Already the world's largest manufacturer of refrigeration controls, Ranco has increased plant capacity to assure you of the controls you need—to make sure we can fill your orders for dependable Ranco controls.

Stumped on what control fits what? This book—at your Ranco wholesaler's—will answer your questions in a jiffy.

Ranco Inc.
COLUMBUS 1, OHIO

WORLD'S LARGEST MANUFACTURERS OF REFRIGERATION CONTROLS

NEMA Refrigerator Sales Total 348,423 Units May; 2,297,535 Units Sold In 5 Months

Summary for May and First Five Months, 1951
Complete Refrigerators Only—Sales By Sizes—Units
MAY (16 Companies)

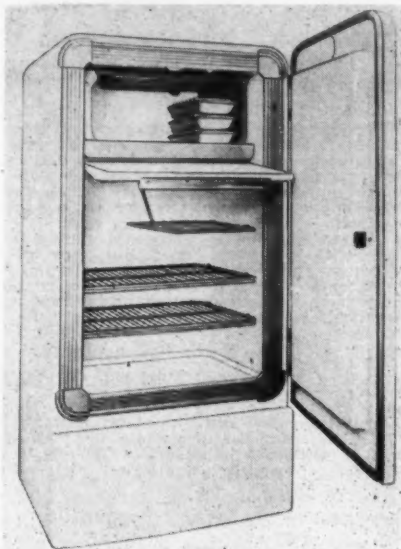
Sizes	Domestic (48 States and D. C.)	Canadian	Other Foreign	Total
1. Less than 4 cu. ft.
2. 4 cu. ft.	2,042	173	2,215
3. 5 cu. ft.
4. 6 cu. ft.	19,266	1,022	2,807	22,895
5. 7 cu. ft.	19,423	808	3,968	24,199
6. 8 cu. ft.	99,827	2,515	10,223	112,565
7. 9 cu. ft.	36,415	4,210	2,688	43,313
8. 10 cu. ft.	62,812	959	3,428	67,199
9. 11, 12, 13 cu. ft. and up	69,937	2,632	3,468	76,037
10. Total	309,722	12,146	26,555	348,423

FIRST FIVE MONTHS (16 Companies)

Sizes	Domestic (48 States and D. C.)	Canadian	Other Foreign	Total
1. Less than 4 cu. ft.	118	118
2. 4 cu. ft.	15,970	364	1,984	18,318
3. 5 cu. ft.	1	1
4. 6 cu. ft.	127,527	9,234	11,863	148,624
5. 7 cu. ft.	263,011	4,125	19,819	286,955
6. 8 cu. ft.	761,378	7,649	40,304	809,331
7. 9 cu. ft.	311,654	10,662	12,986	335,302
8. 10 cu. ft.	328,574	2,711	12,025	343,310
9. 11, 12, 13 cu. ft. and up	338,817	5,430	11,329	355,576
10. Total	2,147,050	40,175	110,310	2,297,535

Participating companies: Admiral Corp.; Avco Mfg. Corp.; The Coolerator Co.; Deepfreeze Appliance Div., Motor Products Corp.; Frigidaire Div., General Motors Corp.; General Electric Co.; Gibson Refrigerator Co.; Hotpoint, Inc.; International Harvester Co.; Kelvinator Corp.; A. J. Lindemann & Hoverson Co.; Norge Div., Borg-Warner Corp.; Refrigeration Div., Philco Corp.; Sanitary Refrigerator Co.; Seeger Refrigerator Co.; Westinghouse Electric Corp.

Across-Top Freezer



Quicfreez 6-cu. ft. model.

Sanitary Line--

(Concluded from Page 1, Column 4)
and 16.3-cu. ft. models. The smallest will hold 297 lbs. of food, the medium size unit 455 lbs., and the large box 566 lbs.

The freezers all have two dividers, two baskets, two separators, counterbalanced lid, fast freeze compartment, and high density insulation.

Both the refrigerators and freezers have white baked enamel finish, rounded corners, and chrome hardware.

What D'ya Know?

What did you see in this issue?

Try your memory on these clues about news and advertising. If you get the answer on the first clue, score 5; second clue, score 3; final clue, score 1. Excellent, 25-30; Good, 18-24; Fair, 12-17; below 12, Poor.

1. a) Minneapolis company adds new dehumidifier to line. b) Also manufactures "Vaultmaster." c) Trade-name of new unit is "Air-Master" model 50-B.

2. a) U. S. Department of Agriculture survey. b) May have effect on home freezer sales. c) Finds rates charged by locker operators have risen steadily since 1941.

3. a) New, large unit cooler introduced. b) Handles from 850 to 20,000 B.t.u. per hour. c) Called "Curvette."

4. a) Lists special tools for serviceman's kit. b) Volt-amp-watt-

meter is especially helpful for working on hermetics. c) This article is part of weekly NEWS feature.

5. a) Tube manufacturer uses cartoon of wrestlers to show how easy it is to bend his product. b) Introduces newly designed carton for easy stock identification. c) Features the trade-name "Dry-seal."

6. a) Pennsylvania appliance firm controls inventories by long-range planning. b) Bases present operation on past performance. c) Detailed charting determines sales budget.

Answers:

1. a) Hermetics in the Field. b) Revere Copper & Brass, Inc. c) Service. 2. a) Locker plant survey. b) Kramer Trenton. c) Servicing. 3. a) Curvette. b) Volt-amp-watt-

Florence Stove To Fill Gap with Defense Work

GARDNER, Mass.—The Florence Stove Co. will offset its declining production of civilian goods with increasing production of defense materials, Robert H. Taylor, president reported recently.

Taylor made this observation when presenting a fiscal report on the first six months of the year. During that period, the firm chalked up net sales of \$13,390,542 as compared with \$11,143,778 for the same period last year. Net profit rose from \$206,380 last year to \$397,088.

Taylor pointed out that government restrictions on materials and a slowing of consumer demand dropped sales during the second quarter below those of last year. He expected further reductions during the third quarter.

However, he noted, the company now has \$11,000,000 in defense contracts and expects to receive more in the near future. By November or December, he estimated, the company will be turning out defense goods at the rate of \$1,000,000 per month.

C.H. Smith Forms Firm For Market Consultation

CHICAGO—An organization headed by Charles H. Smith, marketing consultant, has been formed here to plan, edit, write, and activate marketing programs, with emphasis on smaller firms which do not support specialized staffs.

Smith has been active in marketing since 1931. For the past four years, he has headed up the Hotpoint division which develops its marketing training programs. The new firm's offices are at 161 E. Ontario St.

Hansen To Head Region For Acme Industries

JACKSON, Mich.—Acme Industries, Inc., has announced the appointment of Robert T. Hansen as regional sales manager.

Hansen will be located in Chicago and will cover the central states area, contacting Acme representatives and other sales outlets for all Acme products.

Hansen has had broad engineering and sales experiences in all phases of heating, ventilating, refrigeration, and air conditioning. He has represented Fairbanks Morse & Co. in Chicago, and Chrysler Airtemp Sales Corp. in Detroit and Chicago.

Robert Hansen

'Bugaboo' Overcome

Special Attention to Air Discharge Solves Market Cooling Problem

NEW ORLEANS—A special plenum discharge grille on a 5-ton Typhoon air conditioning unit has solved an air distribution problem for the P.I.G. Super Market here.

Though two 10-ton packaged units were stationed at the front of the store to blow air toward the rear, an additional 5-ton unit was needed to provide added cooling for the rear portion.

The problem was complicated slightly by the fact that a row of open self-service dairy and frozen food cases lined the back wall and air blowing over them would dissipate the cold air inside.

To solve this problem, Alvin Rousell of the Rousell Equipment Co. of Gretna, La., who made the installation, angled the plenum discharge grille so that the air blew away from the cases and yet served to cool the rear portion of the store.

Partners Fred Wilkes and Wallace Boudet, who operate the market, cited a number of advantages that the installation of air conditioning has brought them. But they particularly mentioned that the 5-ton unit in the rear helped to reduce the refrigeration load on the display cases during hot weather.

Previously the cases had steamed up and accumulated frost rapidly, so that they could not handle a full load of merchandise. Since the installation of air conditioning, they have had no trouble in this respect at all, they said.

The two partners have operated



this type of business for nine years. They both assert that they have never found any single improvement to show such remarkable results in stimulating sales.

"A hot and tired shopper," Wilkes said, "buys only what she needs and then leaves. Sometimes the heat makes her feel so miserable that she can't bear the thought of cooking a regular meal. She settles for cold snacks—or decides to eat out."

"I can see a big difference in almost every basket that goes through the check-out line on a hot day, now that we have air conditioning."

Boudet commented, "One problem we expected to run into was the noise level of the air conditioner

placed right in the conditioned area. Several people told us we were crazy to do it. We were afraid the noise might be objectionable."

"But since the equipment was installed not one person has complained. You just can't hear these units over the normal hum."

The firm that made the installation, Rousell Equipment Co., also handles commercial refrigeration and appliances.

**FINE LINE
of
BEVERAGE COOLERS**

*Fast, efficient cooling
The work-horse of
beverage coolers*

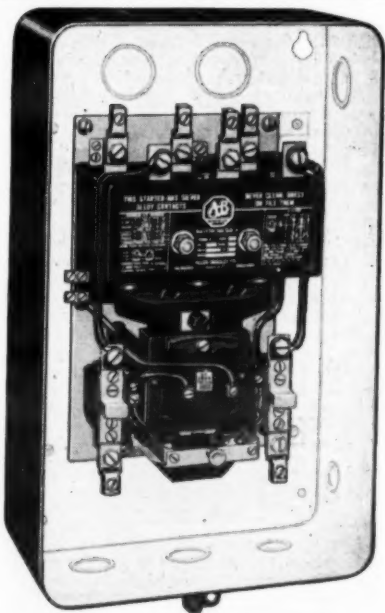
Sizes: 12, 22 and 32 case capacities
with self-contained units.
17, 27 and 37 case capacities
for remote installation.

YOU CAN'T BEAT
THE VICTOR

For information write:

VICTOR

MANUFACTURERS OF THE FAMOUS VICTOR QUICKFREEZE
PRODUCTS CORPORATION • HAGERSTOWN, MD.



TROUBLE FREE AUTOMATIC STARTERS Only ONE Moving Part—No Contact Maintenance

Only ONE Moving Part . . . that is the secret of the trouble free, dependable service of these Allen-Bradley solenoid starters. No pivots, no pins, no bearings, no hinges to corrode and stick. No jumpers to break. No contact maintenance, because the double break, silver alloy contacts need no cleaning, filing, or dressing. You just install A-B solenoid starters . . . and forget them. For full information about ratings, enclosures, etc., send for Bulletin 709.

Allen-Bradley Co., 1313 S. First St., Milwaukee 4, Wisconsin.

ALLEN-BRADLEY MOTOR CONTROLS for Air Conditioning and Refrigeration • Manual and automatic across-the-line starters • Compression type valvet smooth starters • Pressure and temperature switches and controls • Relays and contactors from 1 to 12 poles • Push buttons and selector switches.

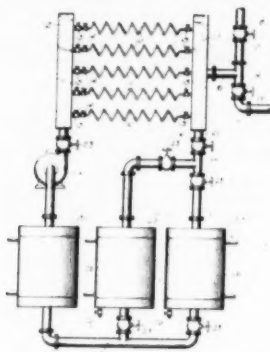
ALLEN-BRADLEY
SOLENOID MOTOR CONTROL

QUALITY

PATENTS

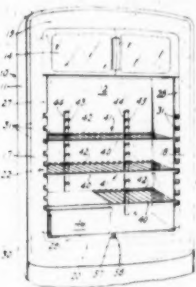
Week of April 24

2,549,809. **DRYING REFRIGERATOR COILS.** Arnold H. Heineman, Chicago, Ill., assignor, by mesne assignments, to Guardite Corp., Wilmington, Del., a corporation of Delaware. Application April 8, 1946, Serial No. 660,372. 2 Claims. (Cl. 34-104.)



1. Apparatus for drying refrigerating coils comprising an entry header, a return header, means for connecting a plurality of coils between the headers, a desiccating system, means for withdrawing gas from the desiccating system and returning it to the return header, and a vacuum pump communicating with one of the headers, and means for introducing refrigerant under pressure to one of the headers.

2,549,879. **REFRIGERATOR CABINET CONSTRUCTION.** Leo J. Amore, Philadelphia, Pa., assignor to Philco Corp., Philadelphia, Pa., a corporation of Pennsylvania. Application Sept. 4, 1946, Serial No. 694,778. 5 Claims. (Cl. 312-214.)

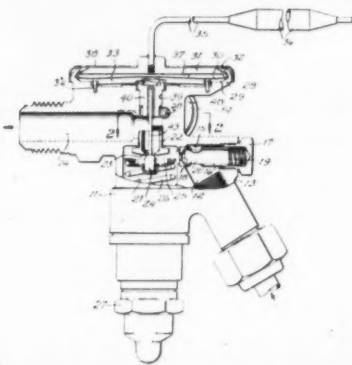


4. In a refrigerator cabinet, an open front outer shell, an open front inner liner having wall portions defining a storage compartment with a forwardly presented access opening, said liner being positioned in said shell in spaced relation therewith so that the forward marginal edge portions of said shell and liner lie in spaced relation at the forward portion of the cabinet, and strip-like framing means including a plurality of vertically spaced indentations comprised of pockets formed from material of said framing means and extending inwardly toward the space between said outer shell and inner shell, said strip-like framing means bridging the gap between the forward marginal edge portions of said shell and liner and having a portion contoured rearwardly toward the compartment and forming the throat of said cabinet opening, said pockets being disposed adjacent the said throat of said cabinet opening and constituting shelf-supporting recesses facing across the said cabinet opening and also being open for access in a direction substantially normal to the plane of the cabinet opening.

2,550,022. **EXPANSION VALVE.** William A. Ray, North Hollywood, Calif., assignor to General Controls Co., Glendale, Calif., a corporation of California. Application June 4, 1947, Serial No. 752,376. 5 Claims. (Cl. 236-92.)

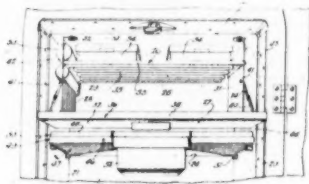
1. In a thermostatic expansion valve: a valve casing having walls defining an inlet and an outlet chamber; valve means for controlling flow of refrigerant between said chambers; a fluid-pressure motor mounted on said casing and comprising a first movable wall sealingly closing an opening through the wall of said outlet chamber so that the inner surface of the first movable wall is subjected to the pressure of fluid in the outlet chamber; means within said outlet chamber forming a connection through which movement of the first movable wall normally effects operation of said valve means, the ar-

angement being such that outward movement of the first movable wall is in a direction to effect closing of the valve means; thermostatic means outside the casing, and acting on the outer surface of said first movable wall, for so controlling the operation of said motor so as to effect movement of said first mov-



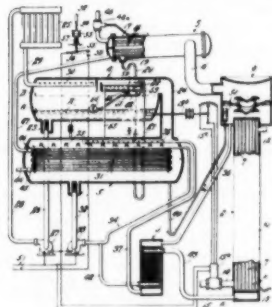
able wall in accordance with temperature variations; a second movable wall sealingly closing another opening through the wall of said outlet chamber; a spring urging said second movable wall inwardly of the casing; means accessible outside the valve for adjusting the force of said spring; and means, operated by outward movement of said second movable wall and cooperating with said connection, for closing said valve means upon predetermined rise of pressure in said outlet chamber irrespective of the position of said first movable wall.

2,550,165. **REFRIGERATOR HAVING A SECONDARY COOLING MEANS.** William E. Richard, Evansville, Ind., assignor to Seeger Refrigerator Co.



1. In a refrigerator, the combination of an insulated cabinet having an outer shell and a liner of heat conducting characteristics, said liner forming an interior cabinet space which is divided by an insulated partition into upper and lower compartments, a primary evaporator unit located in the upper one of said compartments spaced from the walls of the liner, but closely adjacent to said walls, said evaporator being adapted to provide a freezing temperature in said upper one of said compartments and by radiation and convection of heat from the liner to the evaporator by the adjacent air to cool the adjacent walls of the liner, a secondary refrigeration system comprising a closed system having a plurality of refrigerant passages, said refrigerant passages extending along predetermined walls of the liner from points adjacent the primary evaporator to the lower parts of the liner wall for cooling the side walls and rear wall of the liner at a higher temperature than that existing in the other compartment of the refrigerator, said refrigerant passages extending upwardly and downwardly on the side walls of the liner and being curved to extend across the back of the liner to cool that portion of the back of the liner at a point remote from the primary evaporator, said passages being provided with a manifold joining the passages at the lowermost point of said secondary system.

2,550,429. **REFRIGERATION SYSTEM WITH EVAPORATOR REFRIGERANT CONTROL.** John G. Reid, Jr., Evansville, Ind., assignor to Servel, Inc., New York.



1. An absorption refrigeration system having a plurality of interconnected ele-

PROCUREMENT INFORMATION

The following is a list of proposed procurements issued by the various indicated U. S. Government procurement offices. This list is compiled and made available daily on a free pick-up basis. Prospective bidders may obtain complete bid sets by a request to the purchasing office under which the purchase is listed in this Synopsis. Be sure to identify completely the bid invitation you wish by including in your request the item description, the invitation number or reference number and the opening date. This will save time in filling your request. For reasons of economy, specifications are normally not included with the bid invitations unless the specification is a new one. First time bidders on a particular item should request a copy of applicable specifications and drawings at the time the request for a bid set is made.

DEPARTMENT OF DEFENSE

Invitations for Bids numbers will be followed by the letter "B". Requests for proposals or quotations will be indicated in this column by the letter "Q", or, if numbered, the number will be followed by the letter "Q".

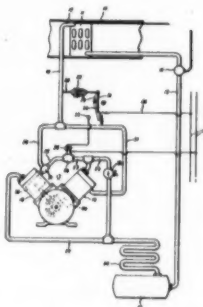
Description	Quantity	Reference No.	App. Bid Date
Supply Officer, Phila. Naval Shipyard, Attn: Purchase Section			
Gage, air pressure, similar and equal to part 2030 PC F 187 - page 40 of Schrader Gages, etc., catalog 48A, entitled "Schrader Gages"	16 ea	(SHIPS-319)	31 Jul 51
Gage, oil sight, similar and equal to figure 529 P 88 of Lundheimer Catalog 78-dated Sept. 1939 except plastic tubing to be class CTS-G-type CTS-G-3 in accord with Joint Army-Navy spec JAN-P-77	10 ea	(SHIPS-319)	31 Jul 51

U. S. DEPARTMENT OF COMMERCE

Description	Quantity	Reference No.	App. Bid Date
Chief, Procurement Branch, Civil Aeronautics Administration, O'Hare Field, Chicago International Airport, Park Ridge, Ill.			
Filter, dustop #1-LR or equal	32 ea	32-180	8-3-51

ments including an evaporator containing a body of refrigerant, a cooling element remote from the evaporator, an auxiliary circuit connecting the evaporator and cooling element for circulating refrigerant through the cooling element, a heat operated generator in said system for expelling refrigerant from absorption solution and connected to deliver additional refrigerant to the body of refrigerant in the evaporator, and control mechanism operated in response to variations in the liquid level of the refrigerant in the evaporator for regulating the amount of additional refrigerant delivered to the evaporator whereby to limit the amount of refrigerant out of solution in the system.

2,550,457. **MULTICYLINDER REFRIGERANT COMPRESSING APPARATUS.** Wayne E. Dodson, Caldwell, N. J., assignor to General Electric Co., a corporation of New York. Application Dec. 21, 1949, Serial No. 134,249. 2 Claims. (Cl. 230-2.)



1. A refrigerant compressing apparatus adapted to be connected in a closed refrigerant circuit and comprising a plurality of compressor cylinders each having an inlet and an outlet, an intake connection for said apparatus, a discharge connection for said apparatus, separate conduit means for connecting said intake connection respectively to each of said inlets, means for connecting said outlets of said cylinders to said discharge connection and for preventing reverse flow of refrigerant therefrom to the outlet of one of said cylinders, conduit means connecting the outlet of said one of said cylinders to the inlet of another of said cylinders at said other cylinder and remote from said intake connection, and means dependent upon a condition of operation of said apparatus for controlling said last-mentioned conduit means to effect unloading of said one cylinder and the discharge of refrigerant therefrom directly to the intake of said other cylinder, said apparatus including means for controlling the cycle of said one cylinder to effect discharge of refrigerant therefrom during the intake portion of the cycle of said other cylinder, whereby the hot compressed refrigerant is directed preferentially to said other cylinder and the recirculation of refrigerant discharged from said one cylinder is minimized.

AVAILABLE FOR LICENSING OR SALE

The two patents listed below relate to absorption refrigeration machines and useful refrigerant-solvent combinations. Pat. 2,408,802 refers to an absorption refrigerating system and method of operation employing fractionations of a refrigerant and a solvent. The refrigeration solvent combination has trichloroethylene as the solvent and Freon as the refrigerant. In Pat. 2,534,789 the refrigerant solvent combination consists essentially of perchloroethylene as the solvent and Freon as the refrigerant. Examples are given in both patents. (Co-owner) Delmar H. Larsen, 8601 West Knoll Drive, Los Angeles 46, Calif. Group 35-84.

Pat. 2,408,802. Absorption Refrigeration Cycle. Patented Oct. 8, 1946. Reg. No. 40-725.

Pat. 2,534,789. Absorption Refrigeration. Patented Dec. 19, 1950. Reg. No. 40,726.

Government Contracts

Filter, Air panel replaceable, Wick action, Detroit	50 ea	32-180	8-3-51
Air Filter type 2 or equal			
Filter pad, special TUM	160 ea	32-180	8-3-51
American Air Filter Co. type G or equal			

CONTRACTS AWARDED AS OF JULY 18, 1951

Chicago Quartermaster Depot, QM Purchasing Division, 1819 West Pershing Road., Chicago 9, Illinois.

Refrigerating unit.—U. S. Thermo Control Co., 44 S. 12th St., Minneapolis, Minn.

Chest, ice, storage.—R. H. Bishop Co., 14 E. Washington St., Champaign, Ill.

Cabinet, ice cream storage.—Ice Cooling Appliance Corp., 61 W. Wall St., Morrison, Ill.

Chest, ice, storage.—Lonergan Mfg. Co., 70 N. Clark St., Alton, Mich.

Case, display, refrigerated.—Federal Refrigerator Mfg. Co., 550 Elizabeth St., Waukesha, Wis.

Case, display, refrigerated.—Ed. Friedrich, Inc., 1117 E. Commerce St., San Antonio, Tex.

Bain, Marie.—The Bastian-Blessing Co., 4201 W. Peterson Ave., Chicago 30, Ill.

Bain, Marie.—The Liquid Carbonic Corp., 3100 S. Kedzie Ave., Chicago 23, Ill.

Dispenser, drinking water.—The Steel City Mfg. Co., 150 W. Meridian Rd., Youngstown 9, Ohio.

Dispenser, drinking water.—Fedderson-Quigan Corp., 157 Tona-wanda St., Buffalo 7, New York.

Dispenser, drinking water.—Sunroc Co., Glen Riddle, Pa.

Hygrometer.—Wekaler Thermometer Corp., 52 N. Houston St., New York 12, N. Y.

Chicago Quartermaster Depot, QM Purchasing Division, 1819 West Pershing Rd., Chicago 9, Illinois.

Refrigerator, prefabricated.—Glockler Refrigerator Co., W. 20th & Randolph Sts., P. O. Box 1154, Erie, Pa.

U. S. Marine Corps, The Quartermaster General, Washington 25, D. C.

Refrigerators.—Ed. Friedrich, Inc., 1117 East Commerce St. San Antonio, Texas.

Refrigerating units.—U. S. Thermo Control Co., 44 South 12th St., Minneapolis 3, Minn.

Sectional Warehouse.—Husmann Refrigerator Co., 2401 N. Leffingwell St., St. Louis 6, Mo.

Ice Flake Machines.—York Corp., 1008-14 DuPont Circle Bldg., Washington 6, D. C.

CLASSIFIED ADVERTISING

RATES for "Positions Wanted" \$5.00 per insertion. Limit 50 words. 10¢ per word over 50.

RATES for all other classifications \$7.50 per insertion. Limit 50 words. 15¢ per word over 50.

ADVERTISEMENTS set in usual classified style. Box addresses count as five words, other addresses by actual word count. Please send payment with order.

POSITIONS WANTED

MANAGEMENT MAN with twenty-five years' experience in air conditioning, refrigeration and appliance merchandising contacting distributors, contractors and dealers East Coast can handle specialty or technical line—Mature judgement, clean record, married. Wants assignment as Eastern Div. Manager. Salary high. Volume high. Address—BOX 3785, Air Conditioning & Refrigeration News.

POSITIONS AVAILABLE

CARRIER CORPORATION has opening for service supervisor in Kansas City and Los Angeles districts. Must have practical field experience as well as technical knowledge of air conditioning and refrigeration equipment for all types of applications. Address inquiries and interview request to J. A. Gazelle, CARRIER CORPORATION, Room 1186, Merchandise Mart Plaza, Chicago, Illinois.

SALES ENGINEER wanted with experience selling air conditioning and refrigeration equipment (through distribution) to commercial and industrial markets. Positions are available at various locations. Personal interviews granted only after receipt of written application giving full details of experience. Address: WESTINGHOUSE ELECTRIC CORPORATION, Sturtevant Division, Dept. AC, Hyde Park, Boston 36, Mass.

MANUFACTURER OF air conditioning and ventilating units now expanding its sales force wishes to contact sales engineers having several years' experience calling on architects and contractors. Men selected must have an excellent sales record. All replies will be held confidential. BOX 3786, Air Conditioning & Refrigeration News.

ENGINEER—REFRIGERATION. Graduate engineer with equivalent of five years' experience in design and development of commercial refrigeration products. Location in Michigan. Good opportunity for qualified person. Give history of training and experience. Immediate opening. BOX 3786, Air Conditioning & Refrigeration News.

DESIGN ENGINEER with refrigeration air conditioning experience, must be good draftsman, familiar with manufacturing and tooling. Excellent opportunity in large compressor field. Write BOX 3787, Air Conditioning & Refrigeration News.

EQUIPMENT FOR SALE

ELECTRIC WATER coolers—Pressure type 4 gal. \$137.50, 10 gal. \$169.50, bottle type \$125.00. Butcher beam scales \$22.50. Porcelain platters 10x15x3/4" \$5.50 dozen. All merchandise new, nationally advertised, in original crates f.o.b. Phila. GENERAL REF. & STORE FIXTURE CO., 919-21 W. Girard Ave., Phila. 23, Pa.

1/4-HP open and sealed type prominent brands condensing units complete; brand new; limited quantity; act now; \$52. each FOB New York; write for specifications; other sizes also available; MANN REFRIGERATION SUPPLY CO., 15 Astor Place, New York 3, N. Y.

FOR SALE—while they last—standard makes—new hermetic units—static & fan-cooled cond. 1/4, 1/2, 3/4, 1, 1 1/2. Open Units—1/4, 1/2, 3/4, 1, 1 1/2. Relays—1/4, 1/2, 3/4, 1, 1 1/2—also overload protectors. #673 Methyl T.X.V. Capacitors in jet-black steel case 190-240 mfd. Small hermetic driers. 1/4" fl.-7 1/2" overall driers. Household Cold Control—w/Knob & plate. Also other parts and supplies. Send for our latest list and prices. Sold on money back guarantee. WALTER W. STARR, 2833 Lincoln Ave., Chicago, Ill.

BARGAIN. NEW insulated steel cabinets. Never used. Originally built for use as vending machine. Finished in white enamel. Outside dimensions 20" deep, 32" wide and 70" high. Hinged door in front. Mfg. cost \$125.00. While they last \$25.00. VENDORITE CO., 1444 E. Washington Ave., Madison 3, Wis.

SURPLUS INVENTORY, 200 sets prominent brand hard rubber rails and jams to fit 3 door opening; door size 16 1/2 x 25 1/2 each. For 8' display case. \$12.50 per set. Doors not included. 200 triple glass panes, 1/4" thick glass. 24 x 86 for 8' display cases. \$25.00 each. Packed six (6) to a crate. All above items brand new and in original crates never opened. All prices F.O.B. Philadelphia. BOX 3788, Air Conditioning & Refrigeration News.

BUSINESS OPPORTUNITIES

COMMERCIAL ELECTRIC controls—Death of owner requires sale of dies, patterns, tools, quantity of finished parts, and U. S. patents, for line of unique and well designed commercial electric controls. BOX 3789, Air Conditioning & Refrigeration News.

PARTY WITH years of experience in production and sales in the refrigeration industry wishes to contact individual or company interested in investing capital to organize small manufacturing plant to make component parts for the industry. Locate eastern Pennsylvania, good potential market. All replies confidential. BOX 3790, Air Conditioning & Refrigeration News.

AIR CONDITIONING, refrigeration, heating business for sale. Gross sales of \$300,000 in 1950. Several valuable exclusive franchises with the leaders in the field. An excellent opportunity for sales and service. \$50,000 cash would handle. BOX 3791, Air Conditioning & Refrigeration News.

MISCELLANEOUS

NORGE SEALED units remanufactured and exchanged. Immediate delivery from stock, 1 year warranty. Write for prices and shipping instructions. Genuine Norge terminals for Norge sealed units. Complete set of three, \$1.15 plus postage. MODERN REFRIGERATION CO., Inc., 12541 E. McNichols Road, Detroit 14, Michigan.

NORGE SEALED units remanufactured or exchanged—all models 1939 through 1946, \$49.50. Ship inoperative unit to us freight collect. Replacement will be forwarded immediately freight collect. All replacement units are charged with Freon-12 and covered by a one year warranty. NORD HERMETIC CO., 1701 San Leandro Blvd., San Leandro, California.

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7-30-51



OPEN HOUSE held by H. B. Adams Refrigeration, Inc. was attended by many in the industry. Left to right: H. B. Adams, Clyde Hall (with H. B. Adams Refrigeration, Inc.), answer questions of Herb Pollard about a Servel Supermatic. Mr. Stedman, Jim Dillingham (with H. B. Adams Refrigeration, Inc.), and Joe Terry listen as George Eager (Servel, Inc.) explains a cut-away model of Servel Supermatic to George Benke, Wm. R. Inman, and Mr. Thrasher.

H. B. Adams Refrigeration, Inc. Will Wholesale Equipment, Supplies In Fla.

TAMPA, Fla.—H. B. Adams has announced that his firm, H. B. Adams Refrigeration, Inc. has entered the field of wholesaling refrigeration equipment and supplies.

The announcement was made at an open house for the trade held on June 29 at the firm's remodeled quarters at 4513 Florida Ave. The building was done over to provide showroom space for the products handled.

Lines carried include Servel condensing units and Permalatem low temperature welding alloys. George S. Eager, service manager for Servel, Inc. and Al Werner of Permalatem Welding Alloys, Inc. represented their firms at the open house.

Associated with Adams in the enterprise are Clyde Hall and Jim Dillingham. All three men have had considerable experience in the refrigeration field. Adams has spent most of his 25 years in the trade in the

service end. However, he has sold fixtures for several years.

Prize Winners In Deepfreeze Display Window Contest

3 Dealers Take Top Cash Awards for Windows Which Tell Home Freezer Story

NORTH CHICAGO, Ill.—Dealers in Washington, D. C., Opelousas, La., and Jefferson, S. C. were winners of the three prizes in the Deepfreeze home freezer national window display contest. W. S. Hall, manager of home freezer sales for Deepfreeze, has announced.

First award of \$200 went to Lansburgh & Bro., Washington, D. C. department store, for its Christmas display featuring Deepfreeze home freezers. Abdalla's Furniture Store, Opelousas, won \$150 second prize with its "food bank" motif that also tied in the Christmas gift theme. Third prize of \$100 went to the Home Furnishing Store, Jefferson, for its harvest window.

Deepfreeze distributors who cooperated with the winning entrants were rewarded with duplicate prizes. They



HARVEST THEME used by Home Furnishing Store, Jefferson, S. C. won third prize of \$100 in Deepfreeze national window display contest. Contest highlighted the home freezer story.

were: Southern Wholesalers, Inc., Washington, D. C.; Interstate Electric Co., New Orleans; and William & Shelton, Inc., Charlotte, N. C.

The contest began last Nov. 1 and continued through Jan. 15. Winners

were judged by merchandising authorities in the appliance publications field and by merchandising staff of Roche, Williams & Cleary, Inc., Chicago advertising agency which handles the Deepfreeze account.

... SO THEY Opened a Branch ON THE WEST COAST!

Many relatively small manufacturers of 20 years or so ago are big, important, well-known manufacturers in the refrigeration and air conditioning industry today.

In many instances the small original shop . . . in the midwest, say . . . has grown into a full-scale modern manufacturing plant and a branch set up down east to better serve the growing demand in that territory.

Increasing volume out west made further expansion necessary . . . so a branch has been opened on the West Coast.

• • • • •

The phenomenal growth of the refrigeration and air conditioning industry during the past quarter century distinguishes it among the nation's leading industries.

As an industry it has contributed immeasurably to the nation's economy . . . has added vastly to higher standards of living.

Looking back over the past 25 years, the NEWS is proud of having served as "The Newspaper of the Industry" all this time. The industry and its newspaper have grown up together during this past quarter century.

In September this year the NEWS becomes 25 years of age. Marking this event . . . and celebrating this important quarter-century milestone in the progress of the industry . . . a truly great special edition of the NEWS is now in preparation to be published Sept. 17:

THE SILVER ANNIVERSARY ISSUE!

Tracing the history of the industry during this period of remarkable expansion, it will review important developments within and significant accomplishments of the industry as a whole. Products, companies, influential personalities will all be highlighted.

• • • • •

The Silver Anniversary Issue offers every advertiser a very timely and appropriate opportunity to tell the story of the growth and progress of his company . . . and to relate in detail the reasons WHY.

It presents a special occasion for the advertiser to make widely known the complete background of his company and its products . . . information of a kind that is always helpful in a solid selling program.

It's time now to start building such a special advertisement. Advertising closes Sept. 7.

Regular Advertising Rates Apply

Air Conditioning & Refrigeration News

The Newspaper of the Industry

THE ADVERTISING MEDIUM
To reach all the equipment buyers in the refrigeration and air-conditioning industry through Canada.

**CANADIAN
Refrigeration
JOURNAL**

A "National Business" Publication
137 Wellington St. W., Toronto, Ont



A. B. Ralph



C. P. Pestow

Switch Co. here.

At the same time, Luscombe announced the appointment of

James F. Kinney as manager of the

company's district office in Cleveland, and that of C. P. Pestow as sales

engineer of the company's Philadelphia district office.

Ralph was formerly with Surface

Combustion Corp. The new district

office is located at 704 Kewanna Ave.,

Mt. Lebanon, Pittsburgh. The telephone number is Locust 1-2564.

Kinney and Pestow have been sales

engineers at Goshen. The latter has

been associated with Penn for 11

years.



J. F. Kinney

Price Changes--

(Concluded from Page 1, Column 5)
sued a price list announcing increases under one of the manufacturing price orders, but for various reasons did not begin charging higher prices until after June 30, he was still under the General Ceiling Price Regulation. New prices were not in effect on June 30 since the price list applied only to transactions after that date.

As manufacturers are required by CPR 22 and 30 to wait 15 days after filing their ceiling prices with OPS before putting any raises into effect, the manufacturer must have filed his forms on or before June 14.

If the manufacturer does take advantage of this ruling, the new ceilings apply to all his products, whether increases or rollbacks are involved.

Director of Price Stabilization Michael V. DiSalle, in announcing the new amendment, commented that to "invalidate the manufacturer's price list or announcement and make him revert to his previous ceilings would be a burdensome requirement which was not necessary."

Natural Gas Ban--

(Concluded from Page 1, Column 2)
all state governors urging their opposition to the proposed order as a "threat to state sovereignty."

Chapman told the Gas Industry Advisory Council that limitations on new uses of gas will be required because there is just not enough steel pipe.

"When sufficient pipe can be procured and installed, there will be no reason for any restriction."

C. P. Rather, assistant deputy in charge of gas for the Petroleum Administration for Defense, assured the council that reasonable means would be used to restrict gas use so that gas equipment manufacturers and dealers would have an opportunity to liquidate their inventories.

"Be Wise Characterize" DIVERSIFY YOUR SELLING HABITS

**SELL A REFRIGERATOR
THAT DEFIES COMPETITION**

**SELL A REFRIGERATOR THAT
GIVES YOU THE MOST PROFITS**

**SELL A REFRIGERATOR
THAT THE FLORIST SHOP
OWNER IS LOOKING FOR**
THE *"Character"*
FLORISTS' DISPLAY REFRIGERATOR
IS THE REFRIGERATOR

Write for Literature, Discounts
and Dealer Cooperation.

"Character"
REFRIGERATORS CO.

47 West 28th St. • New York 1, N. Y.

MAN WANTED

Experienced refrigeration engineer for nationally known manufacturer of commercial refrigerators. Please furnish qualifications, experience and salary expected. Write Box 3784, Air Conditioning & Refrigeration News.

Refrigeration Units WANTED

Desire to purchase 1/8 to 1-HP Sealed or Open type; standard brands; Complete condensing units; Also motors, controls, valves, etc. Give full details.

HARWOODE EXPORT CO.
31 E. 4 Street, New York 3, N. Y.

S. S. Kresge Installs 50-Ton Carrier System In Dearborn Store

DEARBORN, Mich.—Typical of the nationwide air conditioning program of the S. S. Kresge Co., variety chain, is the installation in its Dearborn (west) store at 22022 Michigan Ave.

"A part of the S. S. Kresge 1951 store improvement program, the Carrier 50-ton cooling system has been designed to increase the comfort of our customers during warm weather," says Manager O. A. Stroud.

A mechanical equipment room has been constructed on the roof. This room houses the 50-hp. compressor, fans, cooling coils, filters, and evaporative condenser. Ductwork to distribute the cooled, dehumidified air runs from this penthouse across the roof to both sides of the store where it goes down through the roof to the sales area. Grilles to diffuse the air have been selected to provide even temperature throughout the store without noticeable drafts.

"To provide comfort for our employees while off sales floor, on their rest period, the second floor area has also been air conditioned," Stroud added.

New Type Concrete Floor Has Qualities of Wood

CINCINNATI—A new concrete flooring that can be sanded, stained, waxed, and polished and that is almost as resilient as wood has been developed, tested, and found satisfactory by the University of Cincinnati Research Foundation.

Developed by Robert T. Howe, instructor in civil engineering at the university, the new material is now being tested in a nine-room home. The project was undertaken under a contract with Sakrete, Inc., manufacturer of ready made concrete.

Ordinary concrete has not been found satisfactory for home use because it is a poor shock absorber, it requires a covering with more insulating capacity than is feasible for homes using radiant heating, and it cannot be beautified.

Sweden Freezer Names 3 New Dealers for Southeastern Area

SEATTLE—The Sweden Freezer Mfg. Co., maker of soft ice cream and frozen custard machines, has announced the appointment of three new sellers who will handle its line in the southeastern part of the United States.

They are the Medearis Equipment Co., Nashville, Tenn.; the Alsbrooks-Walker Restaurant Supply Co., Charleston, S. C.; and the W. H. Martin Co., Newport News, Va.

The Medearis firm, managed by its founder, R. E. Medearis, is well-known in Nashville and the surrounding area for its comprehensive restaurant planning and equipment line. Other products carried include Jordan refrigeration, Universal, and Toledo Sterling. The new Sweden line will be on display in its showroom at 322 First Ave., N.

The Alsbrooks-Walker Restaurant Supply Co. was formed in 1949 by Robert L. Walker and Alva Alsbrooks. In addition to the new Sweden line, the firm also carries Magic Chef ranges, Hotpoint equipment, Pitco Dry-o-lator, and Sterling metal ware.

The W. H. Martin Co. will handle the line in the Newport News and Norfolk areas. Founded in 1944 by W. H. Martin, the firm also carries York equipment.

Leaflet Tells How To Get Loans for Defense Work

WASHINGTON, D.C.—A four-page pamphlet entitled "Defense Loans for Small Business" has been published recently by the Office of Small Business of the National Production Authority.

It explains how private businesses doing national defense work can obtain financial assistance from the government.

But, it points out that, generally, in order to get a Federal loan, the applicant must prove that he cannot get needed funds on reasonable terms from private sources.

For qualified applicants, working capital assistance can be obtained in the form of partial payments, progress payments, advance payments, and guaranteed loans.

These latter include Regulation V loans, Reconstruction Finance Corp. loans, and Federal Reserve Board loans. Facilities loans and general purpose loans are also discussed in the book.

Anemostat Names Agents In Venezuela, Honolulu

NEW YORK CITY—C. A. Tecnomat, Apartado 108, Este 2 No. 191D, Caracas, has been appointed Anemostat representative for Venezuela; and American Factors, Ltd., P. O. Box 3230, has been appointed Anemostat representative for Honolulu, it was announced recently by A. Rust-Oppenheim, president, Anemostat Corp. of America.

Reverse Advertisement Costs Dealer Double, But Gets Attention

SALT LAKE CITY—Want to increase the selling power of a small newspaper display advertisement?

Hanco Furniture Co., of 701 S. State St. here has attracted unusual reader interest with a novel "reverse advertisement" which attracted at least 10 times more attention than a standard advertisement.

The "reverse advertisement" was arranged for by contracting for two columns by 6 in. of space, on both sides of a single newspaper sheet, in the same exact position.

On one side, facing the reader was a blank space headlined "How to Save \$50." Below, a single line of extremely small type instructed "Hold this advertisement to the light!"

The newspaper reader intrigued by the suggestion, could be counted upon to hold the page up against the nearest reading light or window. The advertisement, printed backwards on the opposite side was legible through the paper.

Needless to say, the apparent jibberish appearing on the back side drew a bit of curiosity.

Contracting for both sides of the page, in the same geometric position, cost the Salt Lake City appliance dealer twice as much as for a single display advertisement, but at least 10 times as many comments were received, and sales were far better than any "normal" newspaper advertisement ever used, the management claimed.

Haase Elected--

(Concluded from Page 1, Column 5)
February of this year he was general manager of the Beloit works. From 1943 to 1946 he coordinated the activities of the Freeport Ill. and Three Rivers, Mich., plants under the direction of vice president and manager while serving as assistant general manager of the Beloit works.

During the interim from Feb. 1, 1951, to the present time he served as consultant and officer of the Free, New Home, and National Swing Machine companies.

During Haase's residence in Beloit, he served as president and director of the Beloit Association of Commerce, was a director of the Beloit Municipal hospital, an advisory member of the Beloit City Planning commission, and a director of the Y.M.C.A.

Copper Situation--

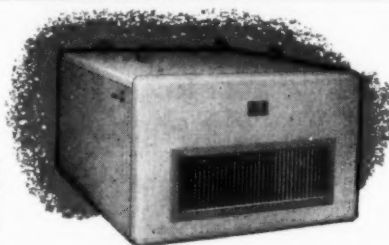
(Concluded from Page 1, Column 4)
establishments the right to use an MRO allotment symbol to get needed parts and supplies made of copper or other raw materials, and CMP Regulation 7 gave repair and reconditioning shops the right to extend such ratings to get needed materials for repair.

But the suppliers of such repair shops are generally wholesalers, and no provision was made for the extension of such ratings by the wholesaler to the producer.

It is believed that such an order will be issued in the near future. In the meantime, however, most action on MRO orders is stymied.



Air Handling Unit—Horizontal and Vertical units available in 8 case sizes with ratings of from 5 to 60 tons.



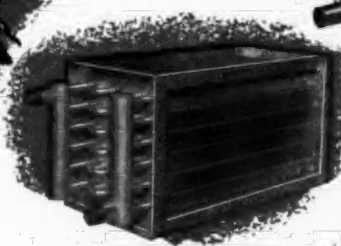
Comfort Conditioner—2 case sizes with 900 and 1800 CFM and ratings of 3 to 8 tons.



Evaporative Condenser—5 to 75 ton capacities built in sections to go through standard doors.

"Everybody
talks about
the weather..."

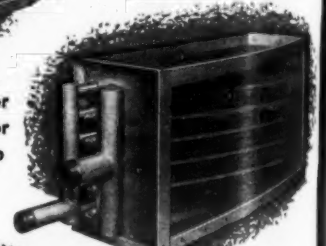
"but nobody does anything about it." Mark Twain (who lived a short distance from the present Bush plant) said that . . . and he was right. And he is still half right. Everybody still talks about the weather . . . more than ever before. But today something is being done about it. This determines what they say . . . and, most important, what they buy. Bush air conditioning and refrigeration equipment is designed to make customers and employees comfortable . . . and, because comfortable customers buy more and comfortable employees work harder, buyers of Bush equipment are more comfortable, too. Get acquainted with the Bush Representative in your territory and experience for yourself the comfortable feeling which comes with Bush service, engineering and dependability.



Water Coil—For heating or cooling. Correctly circuited for minimum water pressure drop



D X Coil—6 standard heights and 17 lengths offer a wide variety of sizes for any direct expansion application.



Steam Coil—Available in standard or non-freeze O-Gee curve allows free expansion of tubes. Sizes match D X Coils



Cooling Tower—Capacity ratings of 3 to 75 tons. Individual draft type permits locating anywhere inside or outside of building.

Buy the Best—and the Best is



BUSH
HEAT TRANSFER PRODUCTS

Bush Manufacturing Co.
WEST HARTFORD • CONNECTICUT